



Twenty sponsorship tips

It can be daunting to ask people to sponsor you but past experience has shown us that most people are very willing to sponsor someone to take part in this event, especially when it is for a charity close to your heart. To make things easier, we've included some fundraising ideas below, as well as ways in which you can fundraise towards your total.

1. Set up your very own online fundraising page. Just go to www.justgiving.com and follow the instructions (selecting Cats Protection as your chosen charity). It's also really easy to create a 'JustGiving' widget and add it to your Facebook page and other social media networks.
2. Take your sponsor forms into work. Asking people personally always works best, but if you can't do that, then see if you can put your sponsor forms on a notice board for others to fill-in, we can give you a branded collection pot to chain up near the poster or your forms. You could even make a poster to encourage colleagues to sponsor you! We can help you with this if you would like one.
3. Ask your place of work if they will match your sponsorship, or donate towards your total, many employers offer matched funding or one off donations towards charity events. They may even offer to allow you to fundraise in your place of work.
4. Don't forget Gift Aid, because this increases your sponsorship by 25 per cent, at no extra cost to those sponsoring you – it comes from the tax man! If your sponsors are UK taxpayers, make sure they tick the Gift Aid box and add their home address and postcode – simple!
5. Give something up for the event and use the money saved towards sponsorship. Eg smoking, drinking, sweets, chocolates or magazines. The possibilities are endless and you can even be healthier in the process!
6. Play a 'sweepstake game' with your friends and family, *Strictly Come Dancing* or *The Apprentice* sweepstakes work really well. They pay £1, £2 or £5 to guess your finishing time. Give a small prize to the winner; such as a cake or 'I owe you' (for a chore or something similar) and keep the monies towards your fundraising total.
7. Cake sales are hugely popular – you may even get vouchers if you ask your local supermarket so you might not even have to bake your own cakes! Maybe combine it with a plant sale, garden party, book sale or raffle to ensure there's something for everyone!
8. Contact all your friends and family for support. A great way of doing this is by phone, via Facebook, Twitter, text or email. You can tell them why you are taking part and how much you'd like to raise. Regular contact will encourage them to support and let them know how close you are to your target.
9. Gather your friends and family together for a community car wash. Charging just £5 per car, you could raise a significant sum in just one day.
10. Clear out those cupboards and drawers. Take everything to a local car boot sale or sell the items online using eBay or Facebook pages. The proceeds could go towards your fundraising. Ask your friends to do the same and donate items for your fundraising.

More tips overleaf.....



11. Ask your place of work if you can organise a 'dress down day' and ask your colleagues to donate to participate. Or hold an outrageous tie/sock/outfit day. Ask them to pay £1 to participate or a £2 fine for not taking part!
12. Have a night in. Get all your friends around and have a girly/lads night in. Donate the money you've saved to your event fundraising. You could even put on drinks, nibbles, curry or pizza and ask people to make a donation to the cause.
13. Contact your local parish magazine and see if they will run a story on you entering the event. Ask for local businesses and individuals to sponsor you. The local parish magazine may even include a picture or mention the businesses that are sponsoring you, don't forget to include your JustGiving link.
14. Hold your own treasure hunt. Have a small prize at the end and ask people to pay to enter.
15. Organise a quiz night, fancy dress disco or race night at your local.
16. Ask permission to hold a bucket collection at a busy venue, such as a supermarket, sports club or gym. Dress silly and tell people what you are collecting for – they will be happy to support you!
17. Organise a raffle. Buy a book of cloakroom tickets and source some prizes (such as items you don't use anymore, unwanted Christmas gifts or even prizes donated by local shops). You can then sell tickets to your friends, family, neighbours and colleagues. Please note: due to gambling laws, tickets should only be sold at an event on the day itself, not on days or weeks preceding an event.
18. Organise a coffee morning at your home or in a local village hall invite all your friends and neighbours. Set an entry charge, or ask for donations, you could even add stalls or a raffle.
19. How about a fun marathon event? Such as a Table Tennis Marathon, Darts Marathon, Skittles Marathon etc. Take part in shifts and get people to make a donation for taking part.
20. Use our Cats Protection colouring masks and run a small colouring competition or a pet photo competition, ask for a 50 pence or £1 donation and give a prize at the end.

Please keep visiting the Facebook group for more hints and ideas, or pop fundraising ideas in to a search engine, you'll be surprised the fantastic and unique ideas come that come up.

Do not hesitate to give me our events team a call on **01825 741 960** if you have any questions or would like support or advice for any of the above fundraising tips.

Alternatively, you can email me events@cats.org.uk We would love to hear how you are getting on with your fundraising, and help out in any way I can.

Every pound you raise helps cats and kittens to get the quality of life they deserve.

