



# Raising a minimum sponsorship pledge can be off-putting for an event participant especially if they have never fundraised before.

## Why does Cats Protection set minimum fundraising pledges?

In short the answer is to guarantee that income will be raised to continue to fund the vital work supporting cats and kittens in the UK. Budgets are required in advance to allow branches and centres to plan their spending and as such figures need to be given for events planned.

## Are you worried about your fundraising pledge?

Don't be, the question is never going to be 'can I raise the pledge' as the answer will always be YES, the question is 'how long will it take me to raise £XXX?' and for this question the answer will be different for everyone.

Here at Cats Protection we always try and ensure that you have been given a good amount of time to raise the funds you pledge, we will personally work with you and support you throughout the fundraising, and the duration of your challenge and beyond, to ensure you feel confident and capable in raising the pledged sponsorship.

We also have a comprehensive fundraising pack full of tips, hints and ideas and will give you a dedicated member of the team as your contact who will help you day and night, not only with ideas but also with your motivation and fundraising journey.

The fundraising will require dedication and resilience on your part but we are here to help every step of the way. In the very unlikely event that you were so far off the minimum by the deadline, you could of course fund the difference yourself if you wished to or we could potentially postpone your challenge to the following year. Ts and Cs do apply.



FUND\_2385

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