

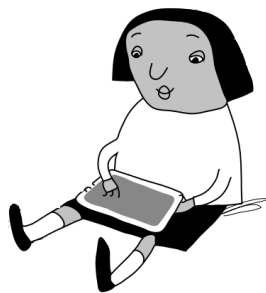
Top 10 Tips for Fundraising Success

Thank you for your support

1 Ask close friends and family to donate first, as they are often the most generous sponsors. It is good to have a few high donations listed first, as that may prompt others to increase their sponsorship amount. For example if the average donation is £5, it is much harder to push this any higher.



2 Put your sponsorship form in your bag and take it everywhere you go! You never know when you may meet someone interested in sponsoring you. You could also make copies of the form and put them up at your local gym and in the staff room at work.



3 Set-up an online sponsorship page at www.virginmoneygiving.com. It's easy to use and allows you to receive donations online. Once set up you can email everyone you know a link to your personalised fundraising page. Please note that we are hosted by the National Children's Bureau, so please add them as the charity you are fundraising for. Don't worry though all funds raised will come directly to ABA.

4 Spread the word – you have got to be totally shameless and make sure that everyone knows about your event! Get on Facebook, Twitter and LinkedIn and contact all those people you went to university and school with. Tell your work colleagues, neighbours and people at clubs you belong to.

5 Tell your story – make sure that your fundraising page and emails are compelling and tell people why ABA is

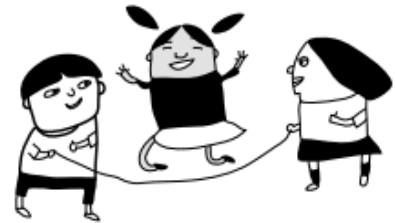


important to you. This way they will understand your motivation and be more willing to support you.

6

Get creative – There are lots of ways to raise money for your event beyond simply asking for sponsorship. Here are some fun fundraising ideas:

- Cake sale – bake or buy some cakes and sell them to your colleagues. No one will be able to resist a mid-morning treat!
- Arrange a dinner party/film night/sports contest for friends and charge a fee for entry
- Hold your sweepstake at work – then split the money you raise into a prize for the winning person and a contribution to your fundraising target
- Odd jobs day – from washing cars, to clearing gardens, offer to help your friends, family, neighbours and colleagues in exchange for a donation
- Jeans Day – See if your employer will let you organise a 'wear jeans to work day'. Charge everyone £1 to take part.



7

Timing is everything – Time your donation request as people are more likely to be generous with their sponsorship after payday.

8

Make your money grow – Many employers will match the charity fundraising

efforts of their staff, so ask them if they will match you pound for pound on everything you raise.

9

Don't forget to ask for Gift Aid. This will increase the money that ABA receives by 25% with no added cost to the sponsor. People can add Gift Aid to their donation by simply ticking the box on your sponsorship form or by filling out the Gift Aid Declaration Form online.

10

Don't be afraid to ask again – You know how it is, sometimes you have good intentions, but are too busy to read emails or it slips your mind and then you think maybe it's too late. Give people who missed it earlier another opportunity to sponsor you!

Team Challenge

For those worried about completing the distance or raising the minimum fundraising target, why not get into teams and share the challenge with colleagues or friends! Here are some team fundraising ideas:

- Get some fun costumes/have a team identity
- Fundraise together by having a team sponsorship page, using collection buckets, hijacking staff meetings and asking for sponsorship, baking and selling cakes in the office/school!
- Organise team training sessions to keep motivation up
- Or divide into two smaller teams and compete against each other. The team who raises the most sponsorship/finishes the race first could be rewarded with a suitable prize.

