



the insurance charities

Sponsorship hints and tips for you

Top tips to help you support The Insurance Charities

Get things off to a good start:

Put a really generous sponsor at the top of your form. If the first person sponsors you £10, this can set a trend for the rest of your sponsors to follow.

Get support from your employer:

Many companies will match an employee's sponsorship pound for pound.

Gift Aid:

Don't forget to ask your sponsors to tick the box if they are UK taxpayers. The Insurance Charities can then claim an extra 28p for every pound donated.

Collect the money straight away:

Try to collect your sponsorship money at the time when they pledge, as people may forget they owe you money and it saves you chasing them up.

Do it online and save time:

Online sponsorship is very simple. Just visit justgiving.com or contact us for details.

Set a realistic target:

A high target can really motivate your sponsors, so tell them your goal and get them to help you reach it with their generosity.

Fundraising at work:

If you are working, the best place to raise funds is at work with your colleagues. Use email, internal mail, pigeon holes and social gatherings to ask your colleagues to sponsor you.

Staff newsletter:

Use internal communications at work to market your fundraising event. Also, ask your HR department if its possible to have a message included with payslips so you can catch colleagues at the best time: Pay day!

Enrol everyone you know:

Take your sponsorship form everywhere you go and ask everyone for their support.

Be happy:

Always smile and never feel guilty about asking people to sponsor you. Tell people about The Insurance Charities and the vital work we do. We rely on the support of people like you.

Remember to return your sponsor form:

Please ensure you return your form to us with your sponsor money. This will enable us to claim any Gift Aid.

