

# Sponsorship Tips



**Thank you for choosing to support St. Michael's Hospice by getting sponsored!**

**Here are some tips to help you get the most from your sponsored activity:**

- Consider writing a sample line at the start of your sponsor form as follows –

Full name	Home address including postcode	Amount	Gift Aid ✓	Date
Mrs Anita Sample	1 Smith Street, Anytown, AB1 2CD	£25	✓	15/1/07

Choose the amount here carefully depending on the type of activity. Select a sum you think will be slightly higher than the average sponsor to hopefully ensure a higher than average sponsorship level across the sponsor form.

- Ask friends and family who you think will be the most generous to be the first sponsors on any new sponsor form!
- Fax, email or give a copy of your sponsor form to any business associates, clients, suppliers, friends, etc. Think of who you know, and who those people know...
- If you are in work, why not ask your company to match your fundraising or at least give a significant sponsorship. They may or may not have an official scheme, and many companies put funds aside for supporting staff fundraising.
- Start early and set yourself fundraising or sponsorship targets each month between signing up to do an activity and the activity itself.

## Gift Aid

If your supporters are tax payers, encourage them to complete all columns on your sponsor form to make their donation eligible for Gift Aid. St Michael's can then claim from the Inland Revenue an extra 28p for every £1 donated. This is at no extra cost to donors and no personal information is kept on file or passed on to anyone other than the Inland Revenue. Please ensure home addresses are taken, not places of work, and that sponsors tick the gift aid box. The Hospice claimed over £25,000 in Gift Aid last year alone.

## Alternatives to sponsorship

What alternatives to a sponsor form can you offer? Some examples include:

- A poster for people to write a Christmas, Easter or Birthday greeting and donate the money they save from not buying cards
- A time sheet if appropriate for people to bet on the time you will complete your activity in return for a share of the funds (this will not be eligible for Gift Aid)
- 'Guess the name of the teddy' where people make a donation to choose its name, and a random one is drawn out of a hat to win a bottle of wine.

There are many other ways to raise funds towards your sponsored activity. Why not think about having a car boot sale or a tombola or raffle at your local fete or fair?

St Michael's can provide posters and newsletters for you to display and help you to publicise any fundraising event you choose to hold.

Good luck!