

FUNDRAISING HINTS AND TIPS

The more money that is raised by people like you, the more Chestnut Tree House can do. Here are some ideas and tips to get you started:

It's not what you know, it's who you know!

Think of *everyone* who might be able to sponsor you – friends, family, staff, suppliers to your company, work contacts, neighbours, previous employers, ex-colleagues, staff in your local shops, gym, school, your bank, building society, etc – and everyone down the pub!

Your Company

Your workplace is one of the best places for raising money. Most people ask their colleagues to sponsor them, but what about asking your employer? Sometimes they are willing to match the amount of sponsorship raised £ for £, which means more benefit for Chestnut Tree House.

If you are part of a national organisation, spread the word and see what your colleagues across the country can do. Write to the Chairman/General Manager and ask for their support. If you work for a large organisation, don't just try one person, try different departments, all have budgets.

Does your organisation have e-mail? Draft up a memo and network to those who you think may be willing to help you. Get a sponsorship form made up and attached to the memo, perhaps get the charity logo scanned onto a word processing document to professionally present your communications.

Family and Friends

Get everyone you know to help you raise the money! Give them sponsorship forms that they can take to their friends and into their workplace, and involve them in fundraising activities. Perhaps they would donate one of their talents or skills – e.g, giving haircuts in exchange for a donation or painting a room.

Other Contacts

List all the organisations or people with which you have had contact over the last year or so and write to them for sponsorship. Examples are: shops you have used for framing pictures, private specialists you have seen, local shops (travel agents, tanning shop, supermarkets etc.) you use or producers of shows you have seen many times. If you don't ask you don't get!

If you have had any bad experiences with companies, suppliers or organisations and you have not been satisfied with their response, play on their conscience and ask, as a gesture of goodwill, that they sponsor you in aid of a very good cause.

Payment Upfront

Ask people if they can pay you upfront, perhaps by post-dated cheque. This saves you having to go round everyone twice – and saves time chasing up the last few pounds.

Be Bold!

Shout about what you are doing – you are doing something amazing for Chestnut Tree House, and everyone ought to know! Put up posters in your local shop or your canteen, place something on your company's intranet site or in their newsletter, and get yourself mentioned in your local newspaper, or on the radio.

Top Tips for Raising Lots of Dosh!

- Carry your sponsor form with you at all times!
- Start early and get your most generous friends to sign your sponsorship form at the top of each page - it sets the tone for everyone else! THINK BIG, and don't be afraid to ask.
- Publicity is key – make sure people know what you're doing, and why.
- Tell people about Chestnut Tree House and the vital work that we do!

GOOD LUCK WITH YOUR FUNDRAISING!