

Sponsorship

Sponsored marathons, bike rides and swims are always popular but the thought of collecting sponsorship can be daunting.

Listed below are some tips to help your fundraising become easier and more effective.

Thank You and Good Luck!

- ACT can supply you with sponsor forms (you can download an example from the website's Fundraising page)
- Start your sponsor form off with your best sponsor – if you can start your sponsor form off with a £10 pledge this may set a trend
- Collect the pledge straight away – most people will sponsor you as a total donation and not per mile
Make cheques payable to: ACT (name of dept, ward)
- Make a list of your family and friends, sports clubs, schools, work colleagues etc
- Decide the best way to contact them
- Friends and family are always the first place to start and are the best source of encouragement
- Ask your employers for support – many companies will match £ for £
- Look to your work colleagues for donations
- You don't have to do this on your own – develop a team of supporters and ask them to get pledges on your behalf
- GIFT AID IT! remind your sponsors to sign the column for Gift Aid on your sponsor form, this will raise your donations by an extra 28p per £1 donation!
- Create a sponsorship page on **www.justgiving.com** – this is a quick and easy way of gaining donations with less hassle for yourself as the donation goes straight to ACT **(see following page of instructions)**
- Flag up your fundraising efforts in your email signature so that you can keep reminding everyone about your fundraising – link it to your donation page on the ACT website

Registered charity number 1048868

It is quite simple to set up a Justgiving page:

- You just need to go to this website: www.justgiving.com
- In the '**Find A Charity**' box on the homepage, type in '**Addenbrooke's Charitable Trust**'.
- You will come to a '**Choose your charity**' page and you just click on the Addenbrooke's Charitable Trust logo.
- This will take you through to Addenbrooke's Charitable Trust's page where you need to click on '**Make your page**' on the left hand side.
- This will take you to another page, where you click on the '**Make your page**' button under the 'Get Started' section.
- It will take you to the '**Create an account**' page. If you don't have an account, just follow the instructions on the page to complete the form and set one up.
(If you already have an account login on the top right hand side.)
- On the '**Let us know what you're doing**' page, choose '**Doing your own thing**'
- Then it will take you to a page where you can choose a web address for your page. Choose something like WardD2 (one word) or something short and memorable.
- It is up to you if you want to choose the 'Stay in touch' options
- For the Gift Aid section choose 'My charity IS NOT contributing '
- Then click the '**Make your page**' button
- From there follow the instructions on how to make your page. Where you are asked to write text about what you are doing, please say what the money will be raised for i.e. Ward D2. This way, we'll know which fund to direct the money to.