



St Peter's Hospice

Fundraising Tips for The Midnight Walk 2012

1. Start as early as you possibly can - don't leave it to the last minute!
2. Set up a Justgiving Fundraising page www.justgiving.com/sph or Viginmoneygiving <http://uk.virginmoneygiving.com/giving/> for online sponsorship. If you have trouble finding St Peter's Hospice, search using our registered charity number 269177.
3. Tick the Gift Aid box on the form and include their full name and home address - it means that the Government will pay St Peter's Hospice an extra 25p for every £1 that's donated at no extra cost to your sponsor.



4. Always get your friends and family to write their sponsorship amount on the sponsorship form first – they tend to be the most generous and they set the standard for everyone who sees the form after them.
5. Ask friends if they could organise an event or donate their skills (for example haircutting) in exchange for donations.
6. Enlist the help of others - hand out sponsorship forms to family, friends and work colleagues and encourage them to fundraise on your behalf. Give them a copy of the sponsorship form and these fundraising tips.
7. Collecting sponsorship money can be harder than doing the event itself. Ask people to give you the money straight away – this will save a lot of time after the event. Also, always carry change with you – that way, people can't claim not to have the right money on them! Or try getting people to pay you upfront: post-dated cheques are ideal and allow you to promise they won't be cashed if disaster strikes and you can't compete.
8. Approach your work colleagues, your employer and any local companies you might have links with for donations or to ask them to run a fundraising event on your behalf.
9. Fax or email a sponsorship form to suppliers and clients, asking them to sponsor you.
10. If your employer is a member of a matched giving scheme, ask them to match the amount you have raised.

Good luck with fundraising!