



Tips for your sponsored challenge

Taking on a sponsored event for charity is a brilliant way to raise funds and awareness for your chosen cause. It doesn't matter if you're planning on running an ultra-marathon or pledging to do your housemate's laundry for a week, your efforts are hugely important to your charity.

The event itself may represent a personal challenge but for many people, the difficulty comes with raising money. Here are some things to keep in mind when looking for sponsorship.

- Reach out to all your networks – work, friends, family, clubs and teams. It can be difficult to work up to asking for money but remember that you are not asking for yourself. Remind people that this is for charity so you're putting aside your shyness about asking for the sake of the cause.
- Try adding an original spin to your event to make people think twice about it. A charity challenge isn't always about running the furthest or the fastest. Sometimes it's about doing something unexpected or out of your comfort zone. Finishing a marathon in 6 hours when you've always been a couch potato can be a more compelling story than doing it in 3 hours as an accomplished athlete.
- Tell the story of why you're doing it. Your event may not be completely out of the ordinary but you've decided to do it for a cause. Let people know a little bit about what this money will go to. You can use your own awareness of the issue or contact the charity for case studies to help people to see the direct benefit of their donation. Something motivated you to choose this charity to help and sharing that can encourage people to dig a bit deeper.
- Steady reminders. As you're prepping for your event, let people know how you're getting on. The more people see how much work you've put into it, the more they'll be encouraged to contribute. You don't want to bombard people but a couple of reminders as the day approaches can get those donations rolling in. Some of our past supporters have brought cakes to work to sell for extra contributions in the lead up to the day.
- Celebrate your successful event by getting people together, anyone who didn't get a chance to sponsor you can put a few pounds in a collection box and you can really have some fun in the knowledge that you've just done something to really make a difference.