

Fundraising for Cruse



If you have never raised money before please do not feel daunted by it, as we will provide you with support every step of the way. Here are some helpful tips for raising funds for Cruse.

Start as soon as possible

Quite simply, the sooner you start, the more you will collect. So PLEASE start fundraising now!

Enlist the help of others

Encourage family, friends and work colleagues to help fundraise on your behalf.

Plan and be prepared

Adopt a similar determined and planned approach to your fundraising as you do for your training. Planning how you are going to raise your sponsorship money from start to finish can save you a lot of time and hassle later. Carry a sponsorship form with you at all times.

Personalise your mission

Why are you undertaking this challenge? In casual conversation you can let people know what you are doing and why, this makes your request more real.

Approach your employer

As unlikely as it may seem, see if your employer will give you any time off for your fundraising efforts, or if they will 'match' the funds you raise. Please see the *Matched Giving* section below.

Get the money first

Try and get as much of the money prior to the challenge, as people lose interest quickly. See our *Collecting your Sponsorship Money* section below.

Think creatively

Sponsorship isn't the only way to raise money. Coffee mornings, quiz nights, collecting tins on reception desks are just a few ideas.

Gift Aid pledge

Ask your sponsors to sign the Gift Aid declaration box when they make their pledge. This will increase the total amount you raise by 28%. See the *Gift Aid It* section below to find out more about this way of fundraising.

Set up a fundraising page using Just Giving

Cruse Bereavement Care is registered with Just Giving, enabling you to set up your own fundraising page on the internet to help you raise your sponsorship money. Log onto www.justgiving.com/cbc and select the option to create an online fundraising page. You can then email your fundraising page to all your friends, family and work colleague's. It is very fast and simple, but do call Mala Mistry on 020 8939 9552 if you need to be guided through setting up a page. More details of Just Giving are given below.

Put your top sponsor at the top of your form

Others may follow suit! Friends and family are often the most generous so it is a good idea to put them at the top of your sponsorship form

Run a sweepstake

Sponsors can try to win a prize by guessing your finish time.

Fundraising for Cruse



Friends and Family

Why not ask ten family members and friends to collect on your behalf – with a target of £25 per person, you'll soon have £250. Further sponsorship forms are available by calling Mala Mistry on 020 8939 9552 or emailing Mala.Mistry@cruse.org.uk

Events

You could hold an event – perhaps your five-a-side football team or aerobics class can help. Ask friends to make a donation to join in.

Companies

Write to 20 local companies, explain the challenge you have set yourself, and request a donation.

Publicity

Approach your local newspaper or radio station for publicity for your fundraising run. Ask them to include contact details in case readers or listeners wish to sponsor you.

Don't give up

Keep at your fundraising efforts. Remember, you are doing it for Cruse so you have nothing to feel awkward about when it comes to approaching people for help or money. Potentially everyone you approach could need our services as bereavement is something that will affect us all. The worst they can do is say 'no', and more often than not they will say 'yes'.



Fundraising for Cruse



giftaid it

It is very important that you make the following clear to all your sponsors:

It costs you absolutely nothing to Gift Aid your sponsorship pledge, simply sign the box on the sponsorship form confirming that you would like Cruse to claim tax back on your donation.

A Gift Aid declaration is simply a statement that the donor is a UK taxpayer who wishes Cruse to claim back the tax on the donation.

All donations made through Just Giving will automatically be Gift Aided as donors are asked if they are a UK tax payer when registering.

Should you have any further questions about Gift Aid please contact Mala Mistry on 020 8939 9552 or email Mala.Mistry@cruse.org.uk

Matched Giving

Matched Giving is a great way to get support from your employer. Approach your boss and ask if they run a 'matched giving scheme' whereby they match their employees' charitable contributions. Matched funding could be invaluable in helping you to raise as much money as possible for Cruse, so it is well worth finding out if your employer runs such a scheme.

Your employer can use 'matched giving' to support Cruse in a variety of ways. Some of the most popular ways include:

100% match

A 100% match would equal each employee's gift pound for pound. It can be capped by setting an annual limit for each employee.

200% match

One large employer is currently operating one of the UK's most generous payroll giving schemes - paying £2 for every £1 donated by its employees.

Administration costs

A payment of the scheme's administration costs on your behalf.

If your current employer does not offer a matched funding scheme for their staff, ask them to consider it! Matched funding offers important benefits for employers:

- Improves staff morale and motivation
- Positive PR opportunities
- Creates a feel-good factor among employees about the organisation they work for
- Enhances corporate image and reputation
- Encourages a growing sense of social responsibility

Fundraising for Cruse



Hundreds of Cruse runners have discovered a hassle-free way to raise money with an online fundraising page from Justgiving.com. Your personalised web page can cut the time spent on fundraising and enable you to collect donations by credit or debit card from friends and family all over the world. In 2006 Just Giving helped a Cruse runner raise over £30,000 from running the Robin Hood Half Marathon!

Creating a fundraising page is simple:

1. Copy this link into your web browser: www.justgiving.com/cbc
2. Click on *Raise Money* and follow the online instructions, you will be able to add a personal message and a picture of yourself
3. Email your personal page address to everyone you know

It's the most secure and efficient way to collect money for Cruse. Donations are sent directly to Cruse's bank account, every donor gets an automatic email receipt and 28% extra in Gift Aid is automatically added to donations from UK taxpayers. Supporters are also able to write personal messages of encouragement to help you along! If you have difficulty setting up your page please call Mala Mistry on 020 8939 9552 or email Mala.Mistry@cruse.org.uk

Collecting your sponsorship money

Collect as you go

Where possible, try collecting the money as you go along. You can collect cash or cheques.

Bank early

If you prefer, sponsorship funds can be submitted to Cruse before the race. Cruse will bank any sponsorship money received and keep you advised of your running total.

Cheques to you

Cheques can be made payable to you, but you will need to issue a cheque made payable to Cruse Bereavement Care. It may therefore be easier to ask for cheques to be made payable to Cruse from the outset. (In some instances, sponsors prefer to make their cheques payable to the charity anyway).

Cheques are simplest

If you collect cash, it would be very helpful if you could issue your own cheque to Cruse and keep the cash.

Simplify administration

If you do send donations in early to Cruse, it is important to mark them on your sponsorship form with the date you sent them in and to tell us who the sponsorship is from – particularly if you are forwarding your own personal cheque to us.

Keep your sponsorship forms safe!

Cruse will need them all at the end of the day in order to make our Gift Aid claims