

THE BIG WORCESTER SLEEP OUT

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FUNDRAISING GUIDE

GOALS, BIG HELP NEEDED. BIG DREAMS, BIG PLANS, BIG GOALS, BIG HELP NEEDED. BIG

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TOP TIPS FOR FUNDRAISING

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DON'T BE SHY

FAMILY, FRIENDS AND WORKMATES ARE THE OBVIOUS CHOICES TO TELL ABOUT YOUR FUNDRAISING, BUT THINK MORE WIDELY TOO. REMEMBER YOU'RE DOING IT FOR A VERY GOOD CAUSE. THINK ABOUT PEOPLE AT CLUBS YOU BELONG TO, SCHOOLS, CHURCH, NEIGHBOURS, EVEN LOCAL BUSINESSES AND THE PRESS. THE MORE PEOPLE YOU TELL, THE MORE MONEY YOU'RE LIKELY TO RAISE.

KEEP IT SIMPLE

THINK ABOUT WHAT YOU WANT TO SAY TO PEOPLE WHEN YOU SPEAK WITH, EMAIL, CALL, OR CONTACT THEM. SPEND A FEW MINUTES THINKING ABOUT WHAT YOU WANT TO SAY, BEFORE YOU SPEAK OR EMAIL PEOPLE SO THAT IT IS ORDERED AND CONTAINS ALL THE INFORMATION THEY NEED.

TELL YOUR STORY

YOU PROBABLY HAVE QUITE STRONG REASONS WHY YOU'VE CHOSEN TO GET INVOLVED AND WHY YOU WISH TO SUPPORT OUR CHARITIES. SHARE YOUR PASSION AND MOTIVATION. TELL PEOPLE WHY THE CAUSE IS IMPORTANT TO YOU – MAYBE TALK ABOUT YOUR CONNECTION WITH THE CHARITIES OR WHY YOU THINK THE WORK THEY DO IS IMPORTANT.

USE SOCIAL MEDIA

A NETWORK LIKE TWITTER OR FACEBOOK IS AN ABSOLUTE GEM FOR FUNDRAISING, HELPING YOU REACH OUT TO A HUGE COMMUNITY. SEND YOUR FOLLOWERS YOUR LINK AND ASK THEM TO RETWEET OR SHARE IT WITH THEIR FOLLOWERS. THE MORE PEOPLE THAT SHARE, THE MORE PEOPLE THAT WILL SEE YOUR PAGE.

GET HELP

ASK PEOPLE TO FORWARD YOUR FUNDRAISING PAGE ON. THEY MAY HAVE CONTACTS THAT YOU DON'T AND MAY KNOW PEOPLE WHO WOULD LIKE TO SPONSOR YOU.

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SET A TARGET

SETTING A TARGET IS NOT ONLY A GREAT WAY OF MOTIVATING YOURSELF, BUT IT'S A GREAT WAY OF ENCOURAGING YOUR SUPPORTERS. LETTING THEM KNOW THAT THEY ARE GETTING YOU EVER CLOSER TO YOUR GOAL MAY JUST ENCOURAGE THEM TO GIVE THAT LITTLE BIT MORE.

SHOW YOU'RE FOR REAL

PEOPLE ARE MORE WARY OF EMAILS NOWADAYS, ESPECIALLY ONES ASKING FOR MONEY. WE'VE ALL HEARD ABOUT SCAM EMAILS DOING THE ROUNDS, SO IT'S IMPORTANT PEOPLE KNOW YOUR MESSAGE IS 100% GENUINE.

LINK TO YOUR FUNDRAISING PAGE ON VIRGIN MONEY GIVING AND KEEP IT UPDATED WITH YOUR PROGRESS (TELL THEM YOU'LL DO THIS IN YOUR EMAIL TO KEEP THEM COMING BACK).

PROVIDE LINKS TO THE BIG WORCESTER SLEEP OUT WEBSITE SO THEY CAN SEE FOR THEMSELVES THAT THE EVENT REALLY EXISTS.

ASK GENEROUS PEOPLE FIRST

YOU KNOW YOU CAN PROBABLY RELY ON ONE OR TWO PEOPLE TO DONATE A DECENT AMOUNT SO ASK FOR THEIR SUPPORT FIRST. THAT WAY WHEN PEOPLE GO TO YOUR VIRGIN MONEY GIVING PAGE, THEY'LL SEE WHAT PEOPLE HAVE ALREADY DONATED AND WANT TO DONATE SIMILAR AMOUNTS.

ASK AGAIN

WE ALL KNOW HOW BUSY EVERYONE IS THESE DAYS, ESPECIALLY WITH EMAILS AND SOCIAL MEDIA. SOMETIMES YOU HAVE GOOD INTENTIONS TO OPEN THAT EMAIL, BUT ARE TOO BUSY TO READ IT. IT SLIPS YOUR MIND, THEN YOU THINK MAYBE IT'S TOO LATE. GIVE PEOPLE WHO HAVEN'T RESPONDED ANOTHER OPPORTUNITY TO SPONSOR YOU. DON'T BE EMBARRASSED TO CONTACT AGAIN.

AND AGAIN

YOU CAN UPDATE PEOPLE ON HOW YOUR PROGRESS IS GOING. LET THEM KNOW HOW MUCH YOU'VE RAISED, INCLUDE A REMINDER ABOUT WHAT YOU'RE DOING, WHEN, AND WHY. IT CAN BE SHORT AND SWEET AND DOESN'T HAVE TO SEEM LIKE A NAG - '3 WEEKS IN AND FUNDRAISING IS GOING WELL, I'VE RAISED £XX SO FAR AND ONLY ANOTHER £XX TO GO...'

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