



How to raise money at your sponsored activity

Get the basics right!

What? When? Where? Before you start your fundraising, you'll need to make a plan of what you'd like to do, how you're going to promote it, and making sure you keep it safe and legal.

For more information on getting the basics right, and helpful hints and tips to consider when planning your fundraiser, please read the guidance in our fundraising pack.

But how do I raise money?

Whether you organise a sponsored silence, spelling bee, head shave/hair dye or give something up, this guide gives you extra ways you can raise money at your sponsored activity.

- **Sponsorship** – Get sponsored to take on your activity. Choose the challenge you want to take on and get sponsored per day, per word, or just to take part.
- **Matched funding** – Could your company match fund the total raised?
- **Celebration party** – Once you've finished your activity, celebrate your achievements with a party and donation to attend. For example, if you've given up chocolate for a month, organise a chocolate party!
- **One more day** – If you've set yourself a challenge to complete for a period of time, ask your friends and family to donate an extra £50 (or other amount) for you to extend your challenge for one more day!
- **Competition** – If a group of you are taking on a sponsored spelling bee or reading challenge, for a donation, set a competition between you as to how many words you can spell correctly or books you can read, with the winner receiving half of the proceeds and the rest donated to St John Ambulance.
- **Spread the message** – Challenge everyone who donates to your challenge, to get another person to donate. Give a shout out to everyone who makes a donation on your JustGiving page or on social media.
- **Local business sponsorship** – Contact local businesses and ask for a donation towards your challenge in exchange for promotion. Could you wear one of their t-shirts whilst taking on the challenge, or promote them on social media.
- **Milestones** – Set yourself mini income goals to achieve, or award your friends and family if they make the single biggest donation. For example if your goal is £100 and you've currently raised £80, give a reward to whoever donates the final £20. For the person who gives the largest single donation by a certain date, they get to choose what colour you dye your hair/beard!



In aid of

**St John
Ambulance**

