



How to raise money at your **challenge**

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're organising your own walk, run, cycle, swim, kayak or other sporting or active challenge, this guide gives you extra ways you can raise money at your fundraiser.

- **Sponsorship** - Get sponsored to take on your activity. Choose the challenge you want to take on and get sponsored per mile, per day or just to take part.
- **Sweepstake** - Depending on your activity, set up a sweepstake with your friends and family with a donation to take part. They could guess how many steps you'll do, how long it will take you to complete your activity, or how fast you'll do it in, the winner receives half of the sweepstake money or a prize.
- **Matched funding** - Could your company match fund the total raised?
- **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.
- **Fancy dress** - For a set donation, give your friends the opportunity to choose what you wear when you take on your challenge!
- **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.
- **Photo challenge** - If you're organising a sponsored walk with friends and family, take photos throughout your challenge, and print and frame the photos, or create a calendar which, for a donation, your friends and family can buy.



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**St John
Ambulance**

