



## Hints and Tips for maximising Sponsorship Money for Leukaemia Busters

- Make sure your first sponsor is a big one. Hopefully others will follow suit.
- Aim high when asking your employer for a donation.
- Sometimes companies will match the sponsorship you raise, £ for £, and they can get tax relief on what they give too! You just have to ask.
- Try to get your sponsors to make their donation in advance if they are giving a set amount – it will make life easier for you later on when you come to collect monies!
- Set up an online donation page where your sponsors can support you using their credit or debit cards. You can use either <https://www.mydonate.bt.com/events/po17> (who charge us no fees), [www.justgiving.com](http://www.justgiving.com) or [www.give.net](http://www.give.net) – use one of these links and follow the instructions to set up a fundraising page. Remember to make Leukaemia Busters your beneficiary charity.
- Set yourself a target and tell sponsors what it is so they can see that they are helping you to achieve it.
- Carry your sponsor form everywhere, so that you can ask everyone, whatever you are doing.
- Run a small fundraising event, quiz night, sports tournament or organise a jumble sale or raffle to bump up your sponsorship.
- Don't feel guilty! You are doing something very worthwhile – raising money for children with Leukaemia – and if people do not want to help they will say “No”.
- Don't be afraid to ask! Most people will give to a charity, but do not normally seek the opportunity to make a donation.
- The more people you ask, the more money you will raise!
- Put sponsorship donations into perspective and make people feel that even a small contribution will make a difference.

**Thank you very much for supporting us and good luck with your sponsorship.**

**See you on June 17th!**

