

Where to start!

Here are some ideas to help you to get started with your fundraising.....

- **Justgiving** - We'll create a page for you when you sign up to one of our Snow-Camp events. Sponsors can donate online saving you from having to chase up the money, particularly useful when approaching far-flung contacts. Adding a link to your fundraising page on your email footer means it's always accessible.
- **Sponsorship Forms** - Many Snow-Camp event participants raise an extraordinary amount simply by circulating their sponsor forms widely and by recruiting family and friends to collect sponsors on their behalf. It can help to approach some of your higher level potential sponsors first as some people can feel inhibited about rising above the general level of sponsorship set before them.

Please encourage sponsors to Gift Aid their sponsorship as we are able to reclaim from the Inland Revenue 28p for every £1 donated. For this sponsors must give their home, not work, address. (We do not add sponsors names and addresses to any database or mailing list except where requested by them to do so.)

- **Sponsor Letter** – The enclosed letter, with cut off donation form can be used with your own covering note for a more formal individual approach where appropriate.
- **Facebook** – Become a fan of Snow-Camp! Add our event to your page. Add the Justgiving application to your Facebook page and let all your friends know you're there raising money for Snow-Camp!
- **Where you work** - Talk to your line management to see what level of support they are willing to offer you. Some companies will commit to match funding an employee's sponsorship for an event. If you have a company newsletter or intranet, try and get an article published about what you are doing.
- **Get Noticed** – Publicity in places where you are known is a great way to raise your profile and get sponsorship. Try your local pub, club or sports centre.
- **Publicity** – Talk to your local newspaper and let them know your story. Tell them why you are taking part in our event, and if you are having a fundraising event, use them to publicise this! We can help you with a draft press release.
- **Produce your own film** - Snow-Camp has partnered up with Progress to provide a video service for all fundraisers. Send 30 second video clips of yourself selling your campaign to their edit team and they will package it up with music, titles and clips from the 2010 Snow-Camp movie to really make an impact with your fundraising. They will then send you back a YouTube link to share with your friends and family online. For more details on how you can do it, email gary@progressfilm.co.uk

Fundraising Ideas

Here are just a few ways in which your fundraising can get started... good luck!!

- **Sponsored lunch run** – Offer to pop out and buy lunch for your busy colleagues... for a small charge of course! Profits to go to your fundraising efforts!
- **Auction of promises** – Offer your skills and donate an evening's babysitting, an afternoon's ironing, a day's gardening, or whatever you're good at. Then take the highest bids.
- **Sponsored Dog Walking** – Raise money whilst you train by taking a friend's dog on a run with you for a nominal fee.
- **Concert** – Put on a concert or entertainment and charge an entry fee or take a collection. Ask a popular local group or choir if they will put on a benefit concert for you.
- **Spot the baby** – Embarrassment is guaranteed when you collect baby photos! Charge people to guess the identities. The bashful winner gets 25% of the pot.
- **Dress down day** – Get your colleagues (with your boss's permission!) to dress down on a particular day and ask them to make a donation for the privilege.
- **Coffee Morning/Afternoon tea** – The combination of delicious treats and raising money for charity is irresistible! Invite friends and neighbours over for cucumber sandwiches, tea/coffee and homemade cakes. Charge a small entrance fee and for a twist, ask everybody to bring good used paperbacks that a friend can buy for £1.
- **Dinner** – Invite your friends for a special dinner and ask them to bring a donation instead of chocolates or flowers.
- **Collections** – Approach your local supermarket to book a collection day and get a team of friends to help you on the day. Ask your place of worship, sports club or pub to organise a special collection for you. Encourage local shops to take a collecting tin.
- **Charity of the year** – Nominate Snow-Camp to be the charity of the year for your employer or school and help them to plan a series of social and fundraising events throughout the year. Inspire your colleagues to join you in a team entry in one of our events!
- **Local Community** – A stall at the school or village fete or a car boot sale can prove very fruitful. Local places of worship are often happy to support requests to take a collection or use facilities for charitable events.
- **Give something up** – Give up your worst habits and get people to sponsor you for how long you can keep it up for!
- **Guess the weight** - Of anything or anyone! A jar of sweets, your best friend, your dog... get some bids going and watch the money come in.
- **Quizzes** – A sure success – everyone loves the chance to show off their knowledge! Make it a fun event and offer drinks or light refreshments. Charge an entrance fee and award prizes.