

# Fundraising Tips



## Set up a Giving page

We would ask you to consider a Giving page with JustGiving or Virgin Money to assist you to raise sponsorship. These helpful websites have become the tools for many people who want to utilise the reach of the web to promote their sponsorship to friends, family and colleagues.

Visit <http://www.justgiving.com/whitechapelmission/raisemoney/> or <http://uk.virginmoneygiving.com/charity-web/charity/finalCharityHomepage.action?charityId=1000973> to find out how.

## Use Social Media and sharing sites

Facebook, Twitter, Digg, Reddit, MySpace... the many and varied sites for networking and sharing can work in your favour.

## Learn about the cause you are supporting

Find out about the services that the Whitechapel Mission provides and the people we serve every day so you can tell people why they should sponsor you.

Visit [www.whitechapel.org.uk](http://www.whitechapel.org.uk) or call Jenny on 020 7247 8280 Use as many channels as you can to make your 'ask'. Email friends and colleagues, put posters up in the workplace, use your work intranet and bulletin boards, call in favours, make the boss feel guilty... whatever works for you, however...

## Be nice!

This may seem obvious, and of course it comes naturally to us all, but it is important to respect the fact that people may not want to support the fabulous cause you are championing. Also very important, especially in light of the current economic situation, is to avoid 'donor fatigue' and always remember the value of a Thank You.

## Get your timing right

Approach your colleagues on, or just before, payday! Friday is a good day to send people an email!

## Be tax smart

Gift Aid allows charities to claim back the tax you and your sponsors have already paid on their donations, at no extra cost. Don't let the taxman get your tax !

## Get into Company Giving

Does your employer have a matched giving scheme? If not, why not? An easy way to double your sponsorship could be right under your nose, find out if your company will match your sponsorship. You are doing the hard work after all!

## It ain't over 'till it's over. And then it ain't over

Just because the event is in the past doesn't mean you can't continue to get sponsorship for it. Conduct a mopping up exercise at work and email everyone to tell them what a star you were and how you are gratefully still accepting donations.

**For information please contact Jenny on 020 7392 2702 or [jenny@whitechapel.org.uk](mailto:jenny@whitechapel.org.uk)**

Compare the Giving Sites		
	Virgin Money	Just Giving
Not-for-profit	✓	✗
Set-up fee to Charity	£ 100	£ 0
Monthly Subscription costs for charity	£ 0	£ 17.63
Charges on your sponsorship	2%	7.80%
Charges on Giftaid	0%	7.80%
Fundraising Teams	✓	✓
Fundraising Groups	✓	✗
Paypal accepted	✓	✓
YouTube link	✓	✓
Donation Alerts	✓	✓



LONDON'S OFFICIAL

BRITISH 10K LONDON RUN

Start: 9.35am Sunday 10th July 2011

