



## Fundraising hints & tips

First of all we would like to say a big thank you for showing an interest in fundraising for Friends of the Birks Cinema. With your help we can make the cinema happen!

- Create your own fundraising page on [www.charitygiving.co.uk](http://www.charitygiving.co.uk) and select The Birks Cinema as your registered charity. This means that you can raise money online as well as face-to-face.
- Start your sponsor form off with a generous sponsor – if the first person has pledged £10 then this can really set the trend.
- REMEMBER to ask your sponsor to tick the Gift Aid box if he/she is a UK taxpayer as this means that we can claim an extra 28p for every eligible £1. In order for us to claim Gift Aid we need the sponsors full address and postcode, so make sure all sponsors fill in these details – (the online fundraising system manages this for you).
- Collect the sponsorship money straight away, before the event – most people will sponsor you as a total pledge, and will agree if you ask them for the money there and then. It can be difficult to chase everyone individually after you have completed your event.
- Set yourself a target – tell people how much you're aiming to raise. A high target really can motivate the sponsor to help you on your way.
- A good place to start your fundraising is at work. Look to your work colleagues, business contacts and clients to sponsor you.
- Ask everyone! Carry your sponsor form with you everywhere you go. Encourage your friends to ask their friends and colleagues to help you.
- Smile! Be happy and never feel guilty about asking people to sponsor you – you are doing something worthwhile, so most people will be glad to help out.
- Please remember to return your sponsorship form with your sponsor money to allow us to claim back any gift aid.
- Remember, you can fundraise in a whole range of ways whether it is doing a sponsored activity, organising an event or piggy backing other events.

