

Every charity challenge has to hit a fundraising target and whether you are raising £100 for a 5km run, £1,000 for a marathon or £50,000 for a year long trek, you need support. It is the most important, but also the hardest part of taking on a charity challenge and something that may seem a mystery to many. For years, participants have been raising money in the same way and making their job an unhappy and stressful one. Instead, fundraising for a charity and in the name of an amazing personal achievement should be an immensely rewarding process.

Out with the old...

- Constant worrying about hitting your fundraising target
- Ignoring the most important part of fundraising – a connection to the cause
- Nervously creeping round friends with a sponsorship form
- Relying upon a circular letter to your friends and family asking for cheques to be sent in
- A mountain of impersonal letters sent blindly to the FTSE 500
- Pestering the same people again and again
- Endless months of chasing up sponsorship money
- Forgotten thank yous and lack of recognition

And in with the new...

- **Ambitious targets and great success in surpassing them**
- **Being passionate about your charity and using this to motivate yourself and inspire others**
- **Knowing the value of what you are doing and being confident**
- **Making it fun, easy and rewarding for people to sponsor you**
- **Putting on events and using a wide range of fundraising methods**
- **Getting people involved in different and interesting ways**
- **Understanding why people give and targeting the right audience**
- **Making supporters feel valued and encouraging long-term relationships with your charity**

Why Do People Give

Giving money to charity is something that almost every member of the public and every organisation do regularly, whether it is 10p thrown into a tin or thousands of pounds donated every year. Every one of these decisions to give was probably different, but there are recurring themes to this generosity. Before you start looking for sponsorship and support it is vital to understand some of the motivations of those whom you are approaching. By knowing the main themes behind giving, you can tailor your approach and its style to those priorities.

Individuals

People give money as individuals primarily because they have been touched. They could be touched by sympathy and sadness for the plight of those you are helping, they could be inspired by what you aim to achieve or they could be amused by your imaginative plans. Most people are by nature kind, supportive and generous when they are touched by something that they feel is worthwhile and, vitally, that they feel has the right impetus behind it.

"We make a living by what we get, but we make a life by what we give."

Sir Winston Churchill

Theories

This is the simple version. The complex one first looks at the emotional side of giving, such as the theory of Andreoni (1989), who divided charitable contributions into three categories of motivation:

1. **Public good theory:** people give if they perceive there to be benefits for their community as a whole or society as a whole
2. **Exchange theory:** people give to receive tangible benefits, such as recognition and improved social status.

3. **'Warm Glow':** that the effect of giving on the individual inspires psychological benefits and provides a feel-good factor.

All of these are important for your fundraising work. When you start to create your product and devise your various approaches you should take into consideration what social benefits your project will give, how you can offer to publicly recognise supporters and how you will maximise their feel-good factor.

Next there have been very useful analyses of the age, gender and income of the individual. When beliefs, attitudes,