

Fundraising **1**

Sponsorship and Support

Getting money, help, advice and time through the garnering of sponsorship and support is the main aim of your project. This section guides you through a thorough and rewarding method of making the most of your fundraising potential. Fundraising is traditionally just the soliciting of money. However, a charity challenge does not just need money, it needs all kinds of support to make it successful and effective. Therefore you need to see fundraising as the gathering of as much support as possible, in whatever form.

NEEDS, RESOURCES, PRODUCT, APPROACH

Getting money and support from people can be tough and there is no room for dithering and fretting. With time, thought and the right process you will surpass your target with ease. Approach this challenge as you would any problem and methodically break down the job in hand:

1. **NEEDS**: What do you need?
2. **RESOURCES**: Where are you going to get them from?
3. **PRODUCT**: What are you going to use to get it?
4. **APPROACH**: How are you going to get it?

1. NEEDS

The first job of the fundraising process is to write a list of what you need. This will grow and develop alongside your fundraising and training, but it should encompass as many of the aspects of your project as possible.

- **Money** - your fundraising target; donations towards expenses
- **Other Sponsorship** - equipment (fitness, specialist, clothes, camping, safety, health, communications, recording (video, photo, audio)); flights/travel
- **Services** - printing; postage; IT; design; telephone; fax; internet; photocopying
- **Exposure and Awareness** - media (local, national, international – press, radio, television); audiences (clubs, schools, universities, unions, churches); website; documentary; publisher; PR (contacts, materials)
- **Events** - venues; guests; raffle and auction prizes; music; food; drink; decorations; entertainment; advertising; sponsorship; volunteers and committee
- **Advice and Support** - fundraising and training; voluntary sector; routes; places to stay; safety; expeditionary; health; political; financial; logistical; technical (specialist equipment, camera, mechanics); a treasurer; general time and support for fundraising
- **Route contacts** - people to stay with; support; equipment; health; food



A perfect fundraising role model - Flora Frank (left), 61, has raised over £120,000 for Norwood having run 11 marathons: 9 London Marathons and 2 New York Marathons. In 2004 she won the Jewish News Community Hero award for her fundraising efforts on behalf of Norwood, who have provided her brother Nissim Moses with specialist residential care for over 40 years. She is pictured here with fellow fundraiser Jane Jeffe.