**HOW TO RAISE YOUR SPONSOR MONEY**

Raising this amount of sponsorship money is a key part of the FC United/St Mary’s Run, Walk or Crawl Minithon & Sponsored Walk Day and is most definitely achievable. Remember, we are here to help you achieve your target and you may even go to exceed the target as many past fundraisers have!

**FUNDRAISING TIPS:**

**CONTACTS:** The first step to raising any amount of sponsor money is to think who you can approach. Draw up a list of all your contacts – don’t leave anyone out! There are the obvious candidates such as family and friends, but don’t forget work colleagues, company suppliers, old school friends you may have contacted through Facebook, your local pub/social club, gym, sandwich shop where you get your lunch. The list is endless!

**CREATE A FUNDRAISING PAGE:**

**To promote your efforts and raise your sponsorship funds** a simple way to collect your sponsorship money is to set up an online donation page at <http://www.localgiving.com/fundraisers>

All you need to do is email the link for the personal page you create(which details the event you’re doing and the reason why) to all your friends, work colleagues, relatives and other contacts who then sponsor you online. The money comes straight to the club and St Mary’s saving you the hassle of collecting sponsorship after the Minithon!

* ***Click on My Fundraising Page, log on or register if you haven't used the site before (keep a note of your password). You will be invited to set up a Fundraising Page and* select “FC United of Manchester” in the ‘Charity you want to fundraise for’ section.**
* **Then *just complete the details asked for including the amount you hope to raise etc and you can put in any message in the window that you like to encourage people to sponsor you.***
* ***When asked to create a specific url for your page so people can contact you and donate on it, make sure you have as unique a url as possible eg frampton1963.***
* ***You are now set to go. Then email the url link for your personal page that you have created to all your friends, work colleagues, relatives and other contacts who can then sponsor you online.***
* ***The money comes straight to FC United saving you the hassle of collecting sponsorship after the Minithon!***
* ***If you collect money offline, please add in the offline donations page on your box. Or you can bank the money and pay it in via your credit card and online account.***

Although there is a reference to Gift Aid please note that any donations direct to FC will not qualify as we are not a charity.

**SPONSOR FORMS:** Included in your pack are sponsor forms – think about who you can approach for sponsorship. Pass round your office/workplace, pin up in a reception area/canteen with a note explaining the Minithon, ask your partner or family and friends to take the forms into their work to reach more people. If you need more sponsor forms, just ask!

**THE EASY WAY:** “*I'm doing really well with my fundraising*,” says Chorlton supporter, Sylvia. “*There have been quite a few different people at work doing things for charity this year. So I decided not to put out a sponsor form, but sent an email out to staff saying what I was doing and put a 'Sylvia Minithon Fund' cup at the front desk. I asked people to just put there change into it when they had visited the coffee machine or drop the odd £1 coin in if they were feeling generous. From that pot alone I have collected £54 up to now*.”

So why don’t you try the Sylvia way? Or let us know of other good tips for fundraising.

**MATCH FUNDING:** Many companies now operate match funding schemes to encourage employees to take part in charity events either boosting a fundraising total with a lump sum or matching it pound for pound. Does your employer have such a scheme? Ask for it to be promoted on internal intranets or company newsletters. Even if there is no such scheme, still ask for support as it looks good for your employer to be seen supporting a charity event.

**DON’T GIVE UP!** If something doesn’t work, don’t panic! Not every idea will be successful – try something else. Try contacting the local newspaper and see if they will cover the story including how people can sponsor you.

**REMEMBER WHY YOU ARE DOING IT!** Make sure that people are aware of who you are raising the money for. St Mary’s is a primary school which helps to educate local children. FC United are committed to building a supporter-run community club that works with the community. You will find that people who you approach for support will be extremely receptive to the cause, especially when you explain that we are raising funds not only for a club but also so that St Mary’s can secure the £5,000 it needs to buy install a playground Leapfrog Trail and other health and fitness equipment assisting local children to enjoy healthy lives.

**WE ARE HERE TO HELP:**

We can supply you with a variety of materials to support your fundraising events. These include: flyers and posters, letters of authorisation, thank you letters and certificates for your donor, information about the charity and its projects and help work out a fundraising plan together.

**For more advice please contact us at 0161 769 2005 or email FC United at** [office@fc-utd.co.uk](mailto:office@fc-utd.co.uk)