

## SPONSORSHIP HINTS AND TIPS



Are you taking part in a sponsored challenge or sporting event in aid of Hospice at Home West Cumbria and think you might need some help reaching your sponsorship target?

It's a great idea to set up an online fundraising page where you can receive donations from family and friends all in one place. JustGiving is a great platform for online fundraising – to set this up, simply follow this link, click 'Fundraise for us', and follow the steps: <https://www.justgiving.com/westcumbria>

Why not try some of our hints and tips to help you raise as much as possible:

- Think of your fundraising page as your own personal blog, somewhere you can keep track of your training journey and update your supporters with photos.
- Share the link to your online fundraising page on your social media pages so that friends and family can easily access it. Ask them to share it too!
- Let people know why you have chosen to support Hospice at Home West Cumbria. Perhaps you've been directly supported by our services, and sharing your story with others can encourage them to donate to support our cause.
- Think of some fun ways for people to get involved with your fundraising. Organise a sweepstake amongst your friends or colleagues to guess what your finishing time will be for your sporting challenge. Or you could create a playlist, where everyone who donates to your fundraising page gets to pick a song for you to listen to on the day of your challenge – they could be really encouraging and choose something like 'Eye of the Tiger', or think they're being funny and choose something like 'Baby Shark'!
- Encourage offline fundraising – we understand that not everyone is able to make a donation online, so we can provide you with a personalised sponsor form to record any cash donations you receive.