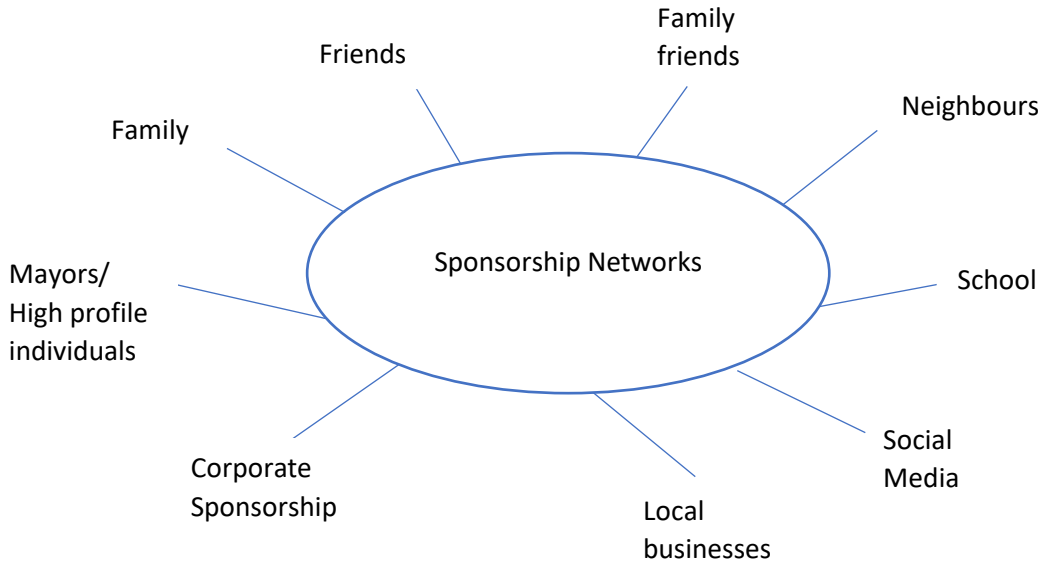
How to: Begin Getting Sponsorship

Don't worry about the word 'sponsorship', it just a fancy term for asking people to support the charity you are fundraising for. It doesn't have to be super official like asking a business or bank or an MP, (although it can be). Receiving sponsorship can be as simple as asking your mum for a donation for washing the dishes for a week.

With that in mind here are the networks that you can use to get as much sponsorship as possible:



Family

The most logical place for you to start is at home. Ask mum and dad if they can donate, either out of the kindness of their hearts or you can repay them in chores. Every little will help when it comes to fundraising. Get your siblings in on it too, either by helping you out with chores or donating, if they can.

Your family's influence doesn't stop there. Ask your parents if people at their work can donate, big companies often have a 'charity potluck', whereby each employee nominates a charity they would like to donate to and whichever charity 'wins' the company bucket collect for them for a given period and then donate.

If their work cannot donate, maybe they could be persuaded into letting you hold a bake sale at their place of work, there are so many ways for you to utilise this network, and I wish I could list them all, but I will stop there and leave some for you to come up with.

Friends

The next logical place to look for help or a donation would be your friends. Ask them to donate to your Team's fundraising page.

Alternatively, if you have some friends that are talented in the arts, you can hold a concert or an art show. This is great way to showcase your event management skills and if pulled off, it will be a fantastic night.

Finally, grab a group of mates and try and complete a physical challenge, like running, three peaks challenge, a sponsored walk, anything! This has the added benefit of utilising your friends' networks, especially if they share your link on their page, and should help your donations!

Family friends

Ask your parents to email their friends with your Teams' fundraising page, or to help organise an event for you guys. Your parents have so many contacts that you would normally not be able to reach, and this often is a fruitful avenue that people forget to use.

Neighbours

Here is the same principle as with parents, and family friends – but you can't just go door to door asking for money, especially if it's not literally on your road or you don't know them personally.

School

Your school can be a massive help in your fundraising journey, as they can help you do numerous things, such as: use halls for concerts, hold mufti days, provide space and more importantly, customers for bake sales, and provide supervision for your events through your teachers, potentially even some donations from your teachers!

Social Media

Here is a big thing you can do to get sponsorship and I'm sure you will all be familiar with it: social media.

As soon as you get signed up, don't wait for us to tell you but make a Twitter, Instagram, and/or Facebook account to publicise your project. People can't donate to you if they don't know about your events or what charity you guys are supporting! So be creative and make it personal, so people can see you really mean the words you are posting, and they will respond in kind.

It's all well and good creating it, but if you don't share it on your own social media and get people to follow it, all your great content may go to waste. Additionally, if you let your mentor know about your pages, we can follow you guys and publicise your events on our page, which let's be honest has a few more followers than yours will. This way you may reach an audience you never could before.

Onto a crucial aspect of social media: online fundraising pages.

How to set up your own fundraising page on the Wings of Hope website

Make a team logo (it is usually something which represents your team name).

Send this Team Logo along with a small write up of a few lines or a small paragraph about your team, and why you are fundraising. Have a Fundraising goal amount.
Send this to us and we will do the rest !

The advantage of this page is that the link is really easy to share around which can really boost your sponsorship because people will just need 5 minutes to donate via our website.

Make sure that you and your potential donators know about **Gift Aid**. If they are a UK taxpayer and they donate, the government will give The Wings of Hope 25p for every pound in the donation. For example, if your sponsor donates £10, the charity receives an EXTRA £2.50 from the government, free of charge. So, basically this way the charity receives more money, your fundraising total increases and the donor is doing more with their donation. Everybody wins, so remember this, please.

Now that you've got a social media channel, and an online fundraising page, it's time to bring the two together. Use your channels to share your link everywhere and to everyone, so you know that you're getting maximum exposure.

Local businesses

Go into the business and ask if you can leave a collection tin in there, especially if you know the owner well – like a hairdresser, corner shop, or restaurant. Chain places/bigger supermarkets will have more rules on what they can and cannot put out so target independent businesses for greater success. However, for supermarkets what you can do, is offering to bag pack for an afternoon.

Corporate sponsorship

Use the corporate sponsorship template available to you on the resource centre, and tailor the template to either ask for matched funding, free stuff, or general sponsorship from the chosen business you are writing to.

Matched funding seems like a complicated term, but as an example, it just means asking a business to sponsor you £250, if you raise £250 yourself. To really maximise matched funding, you would want to use it in conjunction with an event you are running. Otherwise, you would want to just ask for normal corporate sponsorship.

Mayors/High profile individuals

This is where a social media account is very useful. As a medium, a lot of famous people are contactable via their social media pages or by LinkedIN, and may be more likely to reply than to an email. Part of this is just luck of the draw, but if you manage to pull it off, you can get some great free exposure, even a generous donation!

Don't bank on this as a sure-fire way to raise money or awareness, its not. A lot of the time, messages may go unread and tweets not replied to. However, we have had teams in the past be successful and been featured on MPs' pages and even by Gary Lineker!