

How to get people to sponsor you

Don't be afraid to ask people to support you. More often than not, they will be pleased to help because it is for a good cause. Remember, you are asking for sponsorship for Headway, not yourself!

- Ask early! The more time you have, the more sponsors will support you.
- EVERYONE you know is a potential sponsor.
- Put your best sponsors at the top of the form. It inspires people to follow suit.

- Try and collect the money there and then, saving you the hassle of chasing it later.
- Give copies of your sponsorship forms to friends and family – the more people helping the better!
- Write about your fundraising efforts on your Facebook page, e-mail signature and blog pages.
- Companies give money too!

Think about your own workplace or other local companies that will be excited to help a local event while advertising their business at the same time. Remember to emphasise what you hope to achieve, how Headway will benefit and what you can offer them in the way of publicity.

- Tell your boss about your fundraising and ask if he will match it £ for £.
- Ask companies for raffle or auction prizes – these can be donated or paid for.
- Send a letter or email if you don't have the time to pay them a visit.
- Try and provide information about what you hope to achieve, how brain injury survivors will benefit and what you can offer your sponsor in the way of publicity.



Gift Aid it...

giftaid it

Ask your sponsors who are UK tax payers to provide their name, home address and postcode. Their donation will then attract an extra 25p for every pound they give at no extra cost to themselves. This is claimed through the Gift Aid scheme which enables us to claim the prevailing rate of tax on any donation they've made. Please do encourage your friends and family to do this on the sponsor form – it's a great way to boost your fundraising total!

improving life
after brain injury