



Sheffield  
Hospitals  
Charity



# Max out your fundraising!

A personal sponsorship plan from our  
Director of Fundraising Max Newton

[sheffieldhospitalscharity.org.uk](http://sheffieldhospitalscharity.org.uk)



Hello! Over the years I've taken part in lots of fundraising challenges and supported thousands of people like you who want to do something amazing for their chosen cause and raise as much money as possible using JustGiving and other sponsorship platforms.



Max Newton, Director of Fundraising



Max and Ellen



The Great North Run

I've taken part in loads of different sponsored events. My daughter Ellen and I, ran up and down our stairs for 26 minutes and raised £274. I danced the Cha Cha to Ghostbusters at the Empress Ballrooms in Blackpool and raised over £2000. I've done lots of running, from half marathons, to a number of ultra marathons, such as The Tunnel (£5,651) and Brutal 300 (£5,800).

I don't have lots of wealthy friends or businesses who sponsor big amounts. I don't do any other in person events or activities to boost my fundraising.

What I do have is a now finely tuned, sure-fire system to raise as much sponsorship money as possible for my chosen cause. When I've shared it with supporters it's really helped their fundraising – including helping smash their targets for an event in just a few days. And I'd like to share it with you.

## 1. Send direct messages to people



But space them out a little for those that may be on more than one list. This is SO important and works incredibly well:

Hello. How are you?

Hey!

...

- **Send an email** to everyone in your personal email address book, "I've just signed up..."
- **Send an email** to everyone at your work (on payday)
- **Send a text message** - to everyone in your phone to ask for sponsorship. I do batches of 20.
- **Facebook message** - use your contacts on Facebook individually to ask for sponsorship. I usually do this one a day or two before the event. My top tip is to copy and paste the main ask, but absolutely start with a hello and any personal message.



A big bonus of this is that the texts and Facebook messages reconnect me with people I've not been in touch with for a while and leads to a good catch up and trip out for a coffee.

Caption: Title of event here



## 2. Thanking on social media



When someone sponsors, create a post on Facebook, LinkedIn, Twitter and Instagram to thank them. Give everyone their own pic/meme/gif (something relevant to them, where they from, they're name etc) and tag them in the post and always include your Just Giving link.

Thank you  
Lydia!

## 3. Delegate your social media



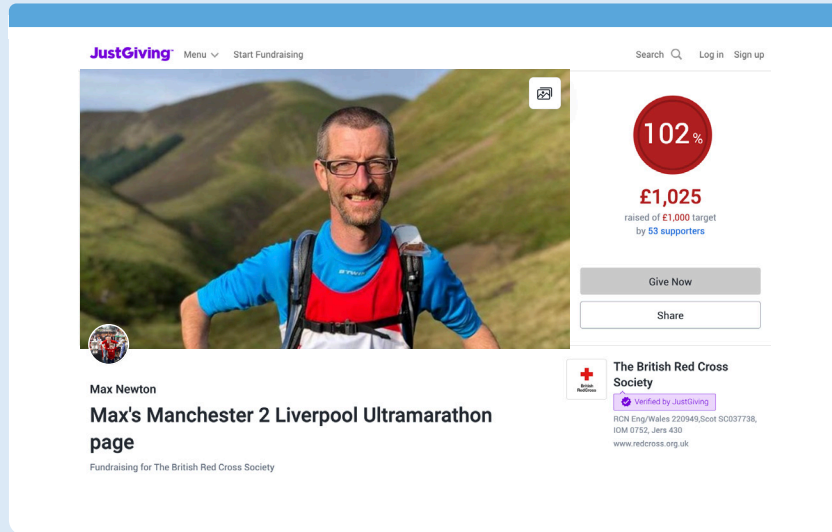
If your event is over a period of time can you get a friend or colleague to take over your social media to post updates how you're getting on, and always including your Just Giving link? This is really effective and takes the concern off your shoulders so you can concentrate on completing your challenge. Top tip - don't ask a supporter of your rival football team!

## 4. Let folk know how you did



Often people forget this bit, but I'm sure all your supporters would love to know how you got on. And there'll be people who didn't get round to it before the event, who can still sponsor you - or were waiting to see if you'd manage it! Email, text and post on social media to say how you got on and thank everyone - Just Giving estimate that 20% of sponsorship comes after the event has happened, so it's a great idea to tell people what you've done.

## 5. Set up Just Giving page



**If my event has a sponsorship target or minimum sponsorship amount I always set my Just Giving target at double that figure.**

I personalise it as much as possible, with a nice picture (I've used me and the kids or me doing a similar activity); I try and explain what the challenge is and why its so challenging. And also, in my own words what the cause is and something that really touches me personally about the cause.

## 6. Edit your thank you message

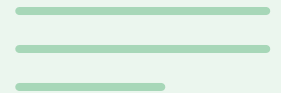


Not many fundraisers utilise this but it can be really effective. The standard Just Giving thank you message is pretty bland. But you can make it more you – add some personality.

I also always edit it to ask my sponsors to share on social media that they've sponsored me and tag me in. This is a great way to get your stuff out there to shared contacts – it's even led to donations from people I have never met and don't know!



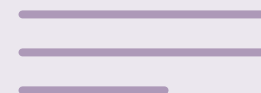
**Thank you**



## 7. Post on social media



**1 week to go!**



A lot of social media posts get lost and you need to be seen. So post a lot. On all platforms. There are obvious landmark moments to post: Just signed up; training progress; got my race number; a week to go. Always include a photo and the link to your sponsorship page.

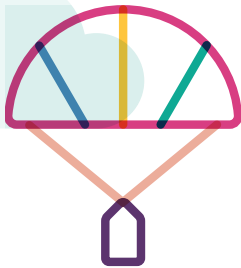
On **Facebook**, **Twitter** and **LinkedIn** try tagging people who you know well or you think might sponsor you.

## 8. Join the conversation



**Like and reply to any comments to social media posts.**

I guarantee that if you employ the above steps, you'll smash your sponsorship target as well as your challenge. Remember - most people will not take action and sponsor you the first time they see something about your amazing activity, its often on the 2nd, 3rd or 4th time. So don't worry about reminding everyone often about what you're doing and why you are doing it.



**Good Luck, we're here to support you all the way!**



**Sheffield  
Hospitals  
Charity**

Sheffield Hospitals Charity  
Leah's Yard, 22 Cambridge St,  
Sheffield City Centre,  
Sheffield S1 4HP

[sheffieldhospitalscharity.org.uk](http://sheffieldhospitalscharity.org.uk)