

Raising money for George House Trust through sponsorship

Your sponsored challenge

Whatever challenge you set yourself, whether it be running, cycling, swimming, walking, something creative or something completely different, your efforts will make a huge difference for people living with HIV by supporting the services that George House Trust runs.

This guide will give you tips and hints about how to make the most of your campaign to raise money.

Talk to us

We'd love to hear more about your challenge.

Drop us a line at fundraising@ght.org.uk.

Step 1: Choose your Challenge

www.ght.org.uk/fundraise-us

They say it takes 100 days to form a new habit. Whatever it is be it sporty, mindful or learning a new skill, why not turn your personal challenge into a chance to raise

raise money for George House Trust and not just change your life but the lives of families living in your community.

Step 2: Set up a Just Giving page

www.justgiving.com

Hop over to Just Giving and set up a fundraising page, selecting George House Trust as the beneficiary charity.

Include a photo of you doing your challenge and update the story - make it personal and people will be more likely to donate.

Step 3: Choose a date

When will you carry out your challenge? Perhaps link your challenge to an external event like World Aids Day or Pride.



HIV SUPPORT,
ADVICE AND
ADVOCACY

Step 4: Start raising money

Setting up a sponsorship page is just the beginning. Now you need to tell people about your challenge and

convince them to sponsor you! These tips will help you to raise as much as you can from your challenge.

Tip no. 1: Tell your story

Fill in the 'story' part of your sponsorship page. Make sure you include something emotive about why you love George House Trust and why you are doing this.

Tip no. 2: First sponsors

Get a couple of people to sponsor you before you send the page out wider. Don't send out an empty sponsorship form. You want the first couple of donations to be at the higher end of the average you are hoping for. That will encourage subsequent donors to give more.

Tip no. 3: One-to-one

For people you know well, send personal emails tailored to them, with the link. People are much more likely to donate from a personal email rather than mass email.

Tip no. 4: Go social

Post your link on your social media profiles and include a) the (short) story of why you are doing what you are doing and b) a 'teaser' photo of what you are planning to do.



Tip no. 5: Ask more than once

The first time you post on social media, most people will miss it. The second time, lots of people will think "oh that's nice, I'll sponsor them" but not get round to it. Make sure you post (different) posts at least three times to catch people.

Tip no. 6: Make your case

Explain why the charity is worthy of donations. Tell their story. Use things like videos and case studies if you can find them on their website or YouTube channel.

Tip No. 7: Say thank you

As soon as someone has sponsored you, drop them a message to say thank you. Add comments to your posts to say thank you to your sponsors too. Name them, if appropriate.

Tip No. 8: Afterwards

When you've achieved your challenge, post something the next day about your experience. Tell people how much you've raised and say there's still time to donate. Say a heartfelt thank you to all of your donors.

Step 5: Example posts

Here are some example posts to get you started. Use these as a starting point but make them your own.

Don't be afraid of posting up lots of updates. The more you post, the more you'll get sponsored.

POST NUMBER 1: TELL PEOPLE ABOUT YOUR CHALLENGE

For example: "I've taken the plunge and signed up to do [your challenge] to raise money for George House Trust. Starting [date of the start of your challenge] tomorrow, I'll be [your challenge].

I've been wanting to do this for ages but [what has got in your way] and joining the challenge seems to be the perfect way to keep me motivated but also to raise money for a charity I love.

George House Trust is brilliant because [your reason]. Please sponsor me!"

Include the link to your Go Fund Me page and a photo or video.



**DON'T BE AFRAID
TO ASK. YOU ARE
INVITING PEOPLE
TO SUPPORT A
BRILLIANT
CHARITY, EVEN IF
WE DO SAY SO
OURSELVES!**

UPDATE POSTS:

At regular intervals on the way up to your event, give people an update on your progress. Tell them what has been hard, or what you have learned. Always include a photo and the donation page link.

SAY THANK YOU:

For example: "A huge thank you to [name your donors] for sponsoring me. I'm blown away by how generous you have all been and I'm already [%] towards my target. Thank you!". Remember, include a photo and the donation link.

MARK MILESTONES

What milestones can you talk about? Half way there? Training ramped up a gear? Give updates on your progress. Say how much you've done and how many you have to go. If you are doing a challenge that can be counted, tell people how many miles you have covered, how many pages you have read or how many minutes you have dedicated to your challenge.

CELEBRATE ACHIEVEMENTS

If your challenge involves improving performance or learning a new skill, celebrate your achievements as you go.

TELL PEOPLE ABOUT GEORGE HOUSE TRUST

Tell your supporters more about George House Trust. Share information about the difference George House Trust makes.

COUNT DOWN TO YOUR FINISH LINE

As you approach your finish line, let people know and post more frequently. When you get to your final day, let people know what you have learnt and why it has been brilliant to do!



Fundraising tracker

My target is:

