

Quaker peaceworkers appeal 2008–09

Sponsorship tips

A few minutes spent planning your sponsorship campaign can help you reap a great return on your investment of time and energy.

The following tips have come from Friends who have raised thousands of pounds for Quaker work through sponsorship, at the same time raising awareness of the work both within and outside the Society.



Sign up at justgiving.com/quakers

Our partnership with justgiving.com makes it easy to get started. You can set up a fundraising page for your event in a few minutes and your supporters can donate quickly and securely. To get signed up, visit www.justgiving.com/quakers and send a link to your page to all your friends and supporters.

Keep it simple

Choose an activity that you are going to be able to organise and train for without too much difficulty.

Publicise your activity early

Put up posters, talk to people about what you are doing and create a secure donations page at justgiving.com. Join our Quaker peaceworkers appeal group on Facebook and publicise your event there too – search for “Quaker peaceworkers” and follow the hands logo.

Encourage the early birds

By promoting your activity early, you create more time to gather more sponsors to help you achieve your target. Many people like to give you their sponsorship donation before you start – this makes life easier for you when collecting and can encourage you to train!

Peace target

Set yourself a target amount – live adventurously and aim high! You can show your progress on a suitable visual aid at your meeting house, or use the thermometer on your justgiving.com page.

Matched sponsorship

Double your time and energy investment by asking your local or area meeting if they can help by matching the sponsorship money you raise.

Wage peace together

Enlist the help of your meeting, friends, family, neighbours, colleagues, work contacts, groups you belong to, or other meetings? By asking them to get

involved you are giving them an opportunity to put their faith into action too. Remember, the single biggest reason that people don't give is that nobody asks!

Keep people posted

Let your supporters know how you are doing and remind them why you are doing it. Keep them informed of journal letters from the peaceworkers they are supporting (www.quaker.org.uk/jl). Keep a blog, post updates on social networking sites or the Quaker forum at www.quaker.org.uk/forum, send out short emails with photos of your training – keeping in touch with your sponsors helps generate more support and interest.

Remember Gift Aid

Encouraging your sponsors to add Gift Aid to their donations, if they can, means that every £1 you raise is worth £1.28 to Quaker work. Contact fundraisingteam@quaker.org.uk for handy Gift Aid envelopes, or use justgiving.com – which can add Gift Aid automatically.

Online or traditional form?

It may be best to do both – not everyone has web access and you don't want to exclude them. If you would like paper sponsorship forms which include a Gift Aid option, just call Katie – details below. On the other hand, online giving is secure and increasingly convenient – sign up at www.justgiving.com/quakers.

Say thank you

Keep a careful record of those who have given or pledged money and thank them for their contribution.

For ideas on sponsorship events and how to fundraise as an individual, look at the Fundraising made simple tips in your activity pack.

Alternatively you can contact Katie Frost at katief@quaker.org.uk, or telephone her on 020 7866 9508, for help and support.