

HINTS AND TIPS FOR MAXIMISING SPONSORSHIP

- Ask your sponsors to *Gift Aid* it – this means we get an extra £25 for every £100 you raise. As long as your sponsors are UK tax payers and tell us their full name and home address, we can claim back the tax they have already paid on their sponsorship from the Inland Revenue. We will not use your sponsors' names and addresses for anything other than *Gift Aid*.
- Set up a page on *JustGiving*. Creating your page is a quick and easy process, and you can then email the link to all your friends and work colleagues. You can also publish it on your Facebook or Twitter page and use your status to inform people of how to donate. Don't forget to enter your page under the Royal Free Cancerkin Breast Cancer Trust. Your sponsors will then be able to donate directly online.
- Set up a team! Encourage your friends and family to take part with you: raising money as a group is great fun and can be much easier.
- Show everyone the enclosed flyer so that they understand what services Cancerkin provides. Tell them why you are walking for Cancerkin and whether you know someone or have had personal experience of breast cancer. Don't forget to tell everyone how they can take part in the walk too.
- If you have never raised money before there's no need to feel daunted. We suggest that you set yourself a fundraising target of at least £50, then try and beat it by as much as you can!
- Put a person who will sponsor you generously at the top of your sponsorship form so that others will follow suit!
- Do some fundraising at work! Ask colleagues to sponsor you – use email, pigeonholes and the internal mail. Many employers support 'match-giving' so tell them about your fundraising activities and see if they will match your total.