

Sponsorship Ideas



Thank you, you're amazing!

Getting people to sponsor you is a fantastic way to do something rewarding and raise those important pounds for a good cause. Why not get your friends and family involved too?

Alcohol Focus Scotland work is focused on promoting responsible drinking, reducing harm and changing culture. Every pound we receive will make a difference. There are lots of things you can do to maximise your sponsorship. Have a look through the tips below to get some ideas going, download your sponsorship form and away you go!

1. Turn pennies into pounds

Think about how to encourage everyone to help you to reach your goal. For example, if the first donation to appear on your paper and online sponsorship forms is around £2, then most people will follow suit, giving a few pounds more or a few pence less. But if your first donation is around £10 the people who follow will be inclined to give a bigger sum. Identify a few people from your list who are likely to be good lead sponsors and ask them first.



Remember this principle doesn't work infinitely, if your first sponsor gives £50 people will see this as exceptional and set their own rate without reference to the earlier donation. But if you get the first few donations right you can increase your overall fundraising income by up to 5 percent without any extra effort.

2. Double your money

Do you work for or know a local company or business? Perhaps you could ask them if they will help you in your cause by pledging to match the money you raise pound for pound. Some companies have established match funding schemes, but even if yours hasn't done it before there is no harm in asking. Your employer or a local business is probably motivated to support charitable activity for the same reasons as you, but it may help them to justify their generosity if you provide them with some information about the company benefits associated with your fundraising. We can provide you with some information to use or contact your employer directly.

3. Inspire others!

To show you how much it means for us to have your support, Alcohol Focus Scotland wants to be able to tell other people what you have achieved and how much you have raised. To help us to do this please send in any photographs of you completing your event or being congratulated by your friends, family, supporters and sponsors. If a company or your employer is match funding you, remember to give them the credit for doing so. You may also want to send us a photograph of you receiving a cheque from them on our behalf, or we can arrange to have someone from AFS available to receive the cheque and say a personal and public thanks to you both.



3. Gift Aid

Our sponsorship form includes a Gift Aid declaration. This will dramatically increase the funds you raise for us. If your sponsors Gift Aid their donation, Alcohol Focus Scotland will receive an additional 28p for every £1 they give from HMRC. To qualify for Gift Aid, the amount your sponsors pay in income tax or capital gains tax must at least equal the amount that we will reclaim on the donation. Please ensure your sponsors complete all the information on the sponsorship form.



4. Get your local press interested

Local newspapers are always interested in stories about local people. Writing a press release or letter to the editor is not difficult to do, but remember to tell people how they can support you in each article, giving your email address or a contact in the local press office if they are agreeable to helping you out or at your work for example.

Press coverage can help with your fundraising by:

- reminding people you have asked for sponsorship, but haven't yet given
- encouraging new people to support you
- promoting other fundraising activities you have organised encouraging your employer to match fund your sponsorship

If you are sponsored by your employer or another company, they will also be interested to hear about any local publicity you hope to generate.

It's not just local press who are interested; there may be a specialist magazine, relevant to your chosen fundraising activity, which needs to fill column inches. Try writing an inspirational letter to the editor, you may well attract sponsors from more far flung places.



6. Local shops, doctors and dentists surgeries, the gym, staff room...

Think about places where people have to wait, or are likely to stop and chat. Ask if they will display a poster featuring your run and keep a sponsorship form somewhere handy so that local people can support you. The poster should emphasise that you are a local fundraiser so that people have a sense of connection with what you are doing. You can get help from Alcohol Focus Scotland to create your poster, just contact us and we will be happy to help. Include any press coverage in your display as this will give more status to your fundraising activity.

Ideally you want people to donate their sponsorship money there and then, and Alcohol Focus Scotland can receive donations directly and record that they are against your fundraising activity or event. Put a note on your poster indicating this is what you would like people to do and tell them how they will know you have completed your fundraising (Alcohol Focus Scotland will be happy to post pictures and a feature article on our website that they can visit).