

Getting sponsorship - hints & tips

We ask all participants to raise sponsorship money as **your entry fee only covers the cost of organising the event**. There is no minimum amount but as a charity the Stars Appeal relies heavily on sponsorship raised from events such as the Tidworth 10k and 3k fun run. Why not set yourself a realistic target, such as those detailed below. The following tips will help you make your sponsorship seeking more successful:

- Get online. Visit www.justgiving.com/salisburyhc where you can easily set up a web-based sponsorship page. It's very simple and all your friends can sponsor you online in a way that is quick and secure.
- Start your sponsor form off with your best sponsors - If the first person has pledged a large amount then this will encourage others. You could always sponsor yourself!
- Ask your sponsors to gift aid their donation so we can claim an extra 25p on every £1. Please follow the instructions on the sponsor form.
- Ask your employer for support - many companies run a match giving scheme where they will match every £ you raise. This is a great way of doubling your donation.
- Most people will sponsor you for a fixed amount so ask them for the money there and then. It's easier than having to go back round to everyone afterwards.
- Set yourself a target - tell people how much you're aiming to raise.
- If you are currently working, then the best place to start your fundraising is at work. Look to your work colleagues, business contacts and clients to sponsor you: use e-mail, pigeonholes and the internal mail.
- If your company has one, use the staff newsletter to ask for sponsorship. Talk to the Personnel Department and see if it's possible to have a message, asking for sponsorship printed on the bottom of payslips. After all, pay day is perhaps the best time to ask people for money!
- Tell everyone you know what you are doing and always carry your sponsor form with you. Encourage your friends to ask their friends and colleagues to help you.
- Smile! Be happy and never feel guilty about asking people to sponsor you - you're doing something that is extremely worthwhile. Most people know someone who has been cared for at the Hospital and will want to help.

If you need any more advice or have any questions about raising sponsorship, please call Gemma on 01722 429005.

Once you have collected your sponsorship money please send it by cheque (payable to the Stars Appeal), along with your sponsor forms to:

Gemma Heath, The Stars Appeal, Salisbury District Hospital, Salisbury SP2 8BJ.

Please do not bring sponsorship money with you on the day.

Runners Rewards

All participants will receive a special medal to mark their achievement. In addition, each person raising over the following amounts will receive an extra token of our thanks:

£75 and over:

Medal + Stars Appeal pin badge

£150 and over:

Medal + Stars Appeal wrist band + Stars Appeal pin badge + free day pass for Parkwood Health & Fitness Club, Salisbury.

£250 and over:

As for £150 and over + Stars Appeal Scraggy Bear.

Highest fundraiser

Three months free membership to Parkwood Health & Fitness Club, Salisbury.



To qualify for the rewards sponsorship must be received by 16th December 2011

www.starsappeal.org

The Stars Appeal, Salisbury District Hospital, Salisbury, SP2 8BJ Tel: 01722 429005

The Stars Appeal - registered charity number 1052284 Registered in England as Salisbury District Hospital Charitable Fund.