



props

CREATING OPPORTUNITIES UNLOCKING POTENTIAL

# Fundraising for Props





# Maximising your Sponsorship Page

- Make it personal
  - Tell your story. People have a myriad of different reasons for taking part.
  - Let your sponsors know why it matters to you
  - Add photos. JustGiving say this increases donations by 20%
- Add it to your email signature
  - Keep people aware without
- Get in on Social Media
  - Add it to your Facebook, LinkedIn, Instagram etc.
- Keep it up to date
  - Let people know how your training is going, take them on your journey
- Encourage people to add GiftAid to their donation (it ups your total by 25%)
- Keep it going. More than 20% of donations come in after the event





# Fundraising Ideas

1. Have a Cake Sale / Coffee Morning
2. Organise a Quiz
3. Throw a Dinner Party
4. Hold a Wine Tasting
5. Take that clutter to a Car Boot Sale
6. Put on a Film Show
7. Have a Bucket Shake at work
8. Craft Sale – Speak to PROPS about items they can provide
9. Get a t-shirt with your page URL on it – PROPS will print for you
10. Get together with other riders



## Matched Giving

Check whether your employer does  
matched-giving for your fundraising efforts  
Lots do, so it always pays to ask

