

Top 10 Tips: Make your Marathon Fundraising Campaign a Success

1) Plan your campaign as early as possible! Even if you are currently waiting to find out if you will get a place, it is worth thinking about how you will promote your campaign now.

2) Establish a fundraising goal – a reasonable goal will help motivate your donors, especially as you begin to reach it. Reaching your goal and surpassing it, feels like an achievement in itself.



3) Know what your organisation is fundraising for and tell people why when you ask them for support. Tell your donors what you will use their money for and don't be afraid to be specific! For example, "your donation will help us to run a Tuesday book club for older people or to support young mothers to access nursery service." But remember if you say the money will be spent on a particular thing, you must then spend the money on that (unless you add **all money will go into a central pot to be spent where it is most needed. The above is an example of our work.*).

4) Ask people you know first - friends, family, neighbours and the charity stakeholders including service users, trustees, existing donors/supporters etc. are the most likely to sponsor you to begin with. Ask them to pass the information on to people they know as well to spread your network. But remember you can hold events such as quiz nights, bingo, cake sales etc. to help your runner reach the target – don't rely solely on 'sponsorship'.

5) Be proud of your organisation and take this opportunity to talk about what you do and the difference you make. Remember, it may be obvious to you what difference you make but not so obvious to people outside of your organisation, so find stories, pictures, quotes etc. to really illustrate why they should donate to your cause.

6) Always thank people whether they give or not. People may not give this year but a good impression may encourage them to give to your organisation at another point.

7) Be cheerful, courteous, smile and have fun! If you are not campaigning face to face, emails, letters, fundraising pages online etc. still need to provide the right information in a friendly, informative and courteous manner.

8) Make it personal - Tell people about your marathon runner, what is their story, why did they choose to run for you, what is their connection to your organisation, what do they hope they will get out of the marathon etc.

9) Make the day of the marathon a celebration of your charity and invite people to support your runner on the day!

10) Supporting your marathon runner by appreciating her or his efforts. Keep your runner and your donors up-to-date with your fundraising progress and thank them for their support. Make sure you congratulate your runner, for example, a marathon day picture on your website or send a special newsletter out to the runner and donors with the finishing time, a picture and words of congratulations and thanks.

Support

If you would like any support with fundraising, income generation or any other issues facing your organisation, please contact the Development Team at Community Southwark: development@communitysouthwark.org.uk or 020 7358 7020.