

EVENTS & SPONSORSHIP HELPSHEET

When you know what you are going to do, you can kick-start your fundraising by setting up an online sponsorship page. It's an easy and secure way to raise funds – you don't have to chase people for money as it goes directly to the MAF. Although there are many online fundraising providers, we can set up your own page for you. By setting up an online fundraising page, as long as your sponsor is an eligible UK taxpayer, the MAF will be able to claim an additional 25p from every £1 donated, at no cost to you or your sponsor. Gift Aid does not count towards your individual fundraising total. However, the MAF can claim up to 25% more on what you raise. To find out more visit www.charity-commission.gov.uk.

Here's how to get the most from your sponsorship pages:

Personalise your page: Your online page tells people what you're up to and why you're raising money for the MAF. Keep your friends and family updated with photos and videos of preparations for your event and fundraising activities. If you are entering an event, a photo with your medal is a great way to show your sponsors that you have completed your challenge.

Let everyone know: Ask your closest friends and family to donate on your online page first. This will encourage other sponsors to give, and people tend to match the amounts already listed, which hopefully will be generous! When you've got a few donations, think about other people you can ask – social clubs you belong to, schools, neighbours, work colleagues and suppliers.

LEGAL ADVICE

Charity fundraising is regulated by law and you'll find a lot of useful information about licenses, risk assessments, insurance and more at institute-of-fundraising.org.uk.

You'll need to:

- Obtain all necessary licenses, permits and consents for your event or activity.
- Follow good food hygiene procedures and comply with food safety regulations.
- Comply with any fundraising codes of practice relevant to your event. Find out more at institute-of-fundraising.org.uk or fundraisingireland.ie.
- Seek permission from the owner before you collect on private property, including in shops and in pubs.
- Speak to us before conducting any raffle or tombola.
- Obtain a licence before you can sell alcohol at your event (you may wish to get your local pub to organise the bar for you).
- Seek MAF permission to use the MAF logo, images or other MAF/Flying Soldiers' trademarks.

USEFUL LINKS

For setting up online donations:

- [JustGiving](#)
- [Virgin Money Giving](#)
- mycharity.ie

For organising your fundraising event:

- [Health and Safety Executive](#)
- [Institute of Fundraising](#)
- [KnowHowNonProfit](#)
- [Charities Safety Group](#)
- [Charities Commission](#)
- [RoSPA](#)

SPONSORSHIP TIPS

Telling your story will help you to gain support and donations. Tell people why you've chosen the activity you're doing and why you're doing it in aid of the MAF. Share your passion and motivation and tell people why the MAF is important to you. Let them know what training or preparation you're doing too – your chosen event is a challenge in itself, but so is all the hard work that goes into the run up.

Keep it simple. Think about what you want to say on your page, then jot down a few notes before you write it. Keep it succinct and to the point. Spend a few minutes ordering your notes so that your story flows. Ask someone else to read it and see what they think. Tightening it up a notch could help you get more donations.

Ask generous people first. You know you can probably rely on one or two people to donate a decent amount so ask for their support first. That way when people go to your online sponsorship page, they'll see what people have donated and may donate similar amounts. So £10, £5 or even £3 could help set the bar.

Don't be shy - shout about it! Family, friends and workmates are the obvious choices to tell about your fundraising. But think more widely too, and remember you're doing it for a very good cause – to help save lives at sea. Think about people at clubs you belong to, schools, church, neighbours, even local businesses and the press. Put up posters in your local area. The more people you tell, the more money you're likely to raise!

Network. Post details of your online fundraising page to your social networking sites like Facebook and Twitter. Ask people to share the link to your online fundraising page. They may have contacts that you don't, and may know people who would like to sponsor you.

Keep your supporters in the loop. Tell people how your training is going, let them know how much you've raised. Remind them what you're doing, when, and why. It can be short and sweet and doesn't have to seem like a nag.

MAF sponsorship forms. Not everyone will want to sponsor you online. So in addition to your online fundraising page, you should use an official MAF sponsorship form. [Download form here](#)

SEND IN YOUR FORM

Once you've collected all your sponsorship money, please send your form and donations to MAF, PO Box 5221, Warminster, BA12 2BH.

Sponsorship forms and money should be sent no later than eight weeks after the event date. Please make sure any cheques from you and your supporters are made payable to the Museum of Army Flying and not to you personally. **And don't forget to include your name and the name of the fundraising event so that we know the money's from you!**

AFTER THE EVENT

Did you know that 20% of event income is generated AFTER the event? Let your contact list know how you did and send a picture so that they can see for themselves!

THANK BEFORE YOU BANK! Golden rule of fundraising – please make sure that you thank your sponsors and event attendees.