



FUNDRAISING CHECKLIST

This checklist is intended to be used with the Help for Heroes Fundraising Guide.

SET A GOAL

I will raise £ _____ by this date _____. I will contact _____ people in order to reach my goal.

For example. Sarah needs to raise £3,000 for her cause by sponsorship. She estimates the average contribution will be £50. If 50% of the people she contacts contribute, she will need to contact 120 people to meet her goal.

PLAN YOUR IDEA

- Network with family and friends
- Decide on a type of fundraising activity
- Get some friends and colleagues together to share the workload
- Decide on a date, make sure you don't clash with any big events in your area
- Allow yourself enough time to organise the event or activity
- Work out a budget
- Consider any legalities and safety issues e.g Insurance
- Write a checklist of all the things you'll need - including permits
- Write a Publicity Plan

SETUP YOUR BMYCHARITY PAGE

- Upload a personal photo
- Create a message connecting yourself with the cause, make it personal
- Add your page to your email signature, make it stand out!

START AN EMAIL CAMPAIGN

- Launch your fundraising campaign with lots of enthusiasm!
- Send an email to all family and friends asking for their support
- Email local businesses that might be interested in your cause
- Send an email to your co-workers asking them to support you
- As you receive donations, write thank you emails
- Ask often, and ask big!
- Keep donors updated on your progress