

Thank you for deciding to enter an event in support of our charity. The money you intend to raise will make a real difference and will greatly help our work relieving pain in the developing world.

Here are some ways to make your event as successful and positive as possible, plus some fundraising ideas to get you started. Don't forget that we are here to help you so if you need any advice please call the fundraising team.

## How much can you raise?

### Always Remember Gift Aid

On 6 April 2000, the Chancellor made some exciting changes which means that we can now add 28p to every £1 you raise in sponsorship, at no extra cost to you, through the Gift Aid scheme. All you need to do is ensure that all your sponsors tick the gift aid consent box on your form and give their full name, home address and postcode so that we can confirm the Gift Aid claim. If people sponsor you using justgiving.com and tick the Gift Aid box, everything is done automatically, so always encourage people towards justgiving.com.

N.B. To be able to qualify for Gift Aid, your sponsors must be UK taxpayers and have paid as much income and or capital gains tax (or more) as the 28% of their donation that we are getting back. But unless they're sponsoring you thousands of pounds, that's very likely!

### Ask Everyone You Know

Even if you think they are unlikely to give. Make a list of everybody in your life: friends, family, work, and clubs. You'll be surprised how many people you know and they can't say yes unless you ask them!

### Start Collecting Sponsorship as soon as Possible...

...and carry a sponsorship form with you at all times (we can supply you with these) - never miss an opportunity. Collect donations rather than promises if possible and always follow up your pledges after the big day. Use Justgiving.com to collect your sponsorship money if at all possible – people can sponsor you by credit card and the Gift Aid is collected automatically, dramatically reducing our administration costs. You can create your own personal sponsorship page quickly and easily. Just visit [www.justgiving.com/dentaid](http://www.justgiving.com/dentaid) and follow the instructions on screen.

### Keep in Contact With Your Sponsors

In our experience it helps if you keep in contact with people who have sponsored you. You could do this by sending an email or produce a one page newsletter about your training progress and then after you have completed the event send them all a thank you letter and maybe a picture of you with your medal! Your supporters will feel part of your team and even more committed to your endeavours.

### Aim High!

Set yourself a target and you'll probably exceed it. Tell everybody you meet how much you plan to raise, get people excited. You are doing an amazing thing.

### Be Proud

Remember you aren't asking for yourself, the money you raise in sponsorship will go towards Dentaid's work relieving dental pain among the world's poorest people.



## Ask for a Specific Amount

At an appropriate level e.g. £1 per mile, £5 per mile, £10 per mile

## Learn About Dentaid ([www.dentaid.org](http://www.dentaid.org))

Although many people will simply be impressed that you are involved in a sponsored event, many will want to know where the money is going. Read about how the money you raise will help and we can send you a fact sheet to give to your sponsors. We can also provide you with a presentation and a DVD about Dentaid's work.



## Fundraising Ideas

Hold a quiz, race or bingo night - Charge people for the tickets, you can have a small prize for the winner and everyone will have a great time.

Go home early day - Everyone pays £1 and gets to leave work 1 hour early.

Dress down day - Hold a dress down day and ask people to donate £1 to come in non-work clothes for the day.

Sell second hand books and records - This is such an easy event and you can sell these at a car boot sale.

Organise a car wash - Hold it in the local school grounds and charge for a cup of tea while they wait.

Hold a guessing competition - How many sweets are in the jar, who's the baby or who owns this pet?

Hold a jumble sale - People always love a good rummage.



Save all of your loose change in a jar - You'll be surprised how quickly it adds up!

Keep a swear box on your desk.

Organise a sponsored swim, run or dog walk.

Sell unwanted Christmas gifts.

Snacks - Everyone gets hungry mid morning - So get baking and sell to your colleagues.

Organise an auction of promises - Weed the garden, babysitting for the night, clean the house or be a taxi for the evening.

Have a lucky dip box - 50p a dip - A prize everytime.

Hold a cheese & wine night.

Note: Don't collect money in the street or any other public place without a licence from your local authority or the police. Collecting on private property or as part of an event is the safest and easiest way of raising your sponsorship.

Ways to success

We hope this gives you some ideas of how to make the most of your fundraising for Dentaid. We are delighted that you want to support us and we will support you in any way we can. Please let us know if there is anything we can provide you with, or any questions we can answer.

On behalf of the thousands of people who will benefit from your efforts - thank you!

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