



Oxfordshire Historic
Churches Trust
Supporting Oxfordshire's
Churches since 1964



Fundraising Tips

General Fundraising Tips – Before the Event

1. Ideally decide approximately how many churches you are likely to visit before asking people to sponsor you.
2. Start your fundraising well before the event.
3. Set up a JustGiving fundraising page – simply click on the JustGiving logo on the website. Some further notes are provided to assist you, which we encourage you to read through.
4. If you do not want to ask sponsors yourself, ask someone else to do it on your behalf or encourage a young person to take part and offer to seek sponsors.
5. Ask close family and friends first to get them at the top of your sponsor form as subsequent people tend to put similar amounts, ask neighbours and work colleagues. Collect your sponsor money as soon as possible after the event and give it to your Church Co-ordinator.
6. Ask if the sponsor will GiftAid their donation. You must get the sponsor's full name (one person only not for example Smith family), full address (including house name or number) and postcode.
7. Have more than one sponsor form so that more than one person can be writing on forms at the same time.
8. Ask your employer to support you as some employers will match the amount that you have raised. You may need to get a supporting letter from us for this – please e-mail rideandstrideoxon@ohct.org.uk with the details.
9. Put your sponsor form on the church noticeboard (more copies can be downloaded from our website).
10. Advertise in your church and any local magazines that you are taking part.
11. Stand up in church, or elsewhere, and make an announcement that you are looking for sponsorship.

Just Giving Tips

1. Put the name and place of the church you wish to receive 50% of your sponsor money or say 100% OHCT in the "My Story" section. Use this section to promote a particular project if your church has one.
2. Upload photos on your JustGiving page as it is great to see a happy participant and keep writing updates.
3. Make a video explaining what you are doing and why and upload it onto your page.
4. Put your JustGiving page address in your e-mail signature and send a reminder just before the event.
5. E-mail out your page to different groups of people at different times starting with family and close friends. A good time to e-mail out your page is just after payday.
6. Update the basic "Thank you" to make it more personal for people making a donation.
7. Add your page to the Facebook app by clicking here <https://apps.facebook.com/jgdonation/> and people can sponsor you without leaving Facebook. 20% of all donations made through JustGiving come through Facebook.
8. Tweet your page to your followers with your link and ask them to re-tweet it to their followers.
9. People can donate via text message so set up a JustTextGiving code when you set up your page and include it in your e-mails. You may be able to copy the picture of the mobile phone and your JustTextGiving code when you set up your page and this would look great in an e-mail.
10. Wear a shirt with your JustTextGiving code on it.
11. Print off your JustGiving page and display it at church or in the office. It comes with tear off slips with your page's web address. Slips are available on our website which you can personalise to put in the pews or give out.
12. Look at JustGiving's top fundraising tips here <https://justgiving.zendesk.com/entries/428537-JustGiving-s-top-fundraising-tips>

And finally send out an e-mail after the event thanking sponsors and saying that there is still the opportunity to give!