



Making the Leap.

Fundraising Pack



We'd like to say...

We'd like to say a very big thank you for choosing to support Making The Leap. This pack contains all the information you need to get started and successfully fundraise for us. Making The Leap relies on the generosity of our supporters. So whether you are undertaking a sporting challenge or hosting a cake sale, your fundraising efforts will go directly towards transforming the lives of young people from disadvantaged backgrounds.

There are five simple steps to successfully fundraising for Making The Leap.

1. Choose an activity or event
2. Let us know
3. Advertise your event
4. Ask for and collect sponsorship
5. Thank your supporters

HARRIET TUBMAN HOUSE, HAZEL ROAD, LONDON, NW10 5PP
MAKINGTHELEAP.ORG.UK



Registered Charity No. 1058648

1 - Choose an activity or event:

You can fundraise with friends, family or colleagues or on your own. There are so many activities to choose from. If you need any ideas, check out our [A-Z of fundraising](#) ideas.

2 - Let us know:

Get in touch with us and we'll be able to give you plenty of help and advice along the way. From providing a Making The Leap t-shirt for your event, offering assistance with setting up a fundraising page or help creating a poster, we are here to help. We'd also like to be able to say thank you for supporting us. You can contact Lucy Pryce on lucy.pryce@mtl.org.uk or 0208 962 1900.

3 - Advertise your event:

Set up an online fundraising page. We recommend JustGiving, which is an easy and effective way of promoting your event, telling your story, tracking your donations and updating your supporters. You'll find our [JustGiving](#) page here, where you can create your own fundraising page.

How do I publicise my fundraising?

Don't be shy – shout about your event to all and everyone! Here are some ways you could spread the word:

- Email and message your friends, family and colleagues and include the link to your fundraising page.
- Share details of your activity on your social media accounts. Add the link to your fundraising page onto your social media accounts so it is easy for people to donate. Don't forget to ask your networks to share the post too to maximise views.
- Make sure anyone else involved in the challenge promotes it as much as possible.
- We can help! If you would like us to help, send Lucy Pryce the details of your event and your JustGiving link and we'll get the word out.

4 - Ask for and collect sponsorship:

There are a few ways you can boost your donation amounts as much as possible. We recommend the following:

- We are here to help, so do get in touch if you need any advice or support.
- Ask friends and family to give first as they are more likely to give high amounts and could set a precedent on your page.
- Make sure your sponsors GiftAid their donations, where possible. This will increase their donation by 25% at no extra cost.
- Make your fundraising page and messages compelling and personal. Talk about your experiences of Making The Leap and why you have chosen to fundraise for us.
- Provide updates to your supporters in the build up to the event/activity to keep them engaged, i.e., if you are taking part in a sponsored run share pictures or videos of you training on your social media accounts or via message. You can also add updates to your fundraising page.
- Ask again. Some people might have missed your email or social media post the first time around, so don't be afraid to post regularly and repeat the ask.
- Ask your employer if they will match fund any donations you receive. This could double your overall fundraising total.
- Ask your friend, family and colleagues to share your fundraising page amongst their networks to maximise sponsorship.

How to collect sponsorship money?

Online: Donations collected online through JustGiving are safe and secure and will be automatically transferred to Making The Leap.



Cheque: Cheques can be made payable to Making The Leap and posted for the attention of Lucy Pryce to Harriet Tubman House, Hazel Road, Kensal Green, London, NW10 5PP.



Transfer: Any sponsorship can be directly transferred to our account. Our bank details are:



Account Name: Making The Leap

Account Number: 65249686

Sort Code: 08-92-99

Don't forget to let us know you're sending it!

5 - Thank your supporters:

Remember to thank your supporters once your event has taken place, let them know how well you did and how much you have raised. It's nice to share any event pictures or videos with your supporters and feel free to tag Making The Leap in any related posts on social media. People can still sponsor you even after your event has taken place. Don't forget to also let us know how you got on.

Finally....

Thank you, and good luck! Your efforts are helping to change young lives! Don't forget to take pictures. We look forward to hearing your fundraising stories.

Contact Lucy Pryce for all your fundraising needs:



Lucy Pryce

Head of Development

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