



## Sponsorship Checklist

“Life with a terminal illness can mean coping with pain, fear and loneliness. Your support will ensure that our caring staff can give local people and their families the support they need to live life to the fullest.”

- Cathy Saraby, Senior Nurse

Follow these 10 golden rules and you will hit your target in no time!

	Complete
1. <b>Create an online fundraising page.</b> This is the single easiest way to maximise your sponsorship. Visit <a href="http://www.justgiving.com/pembroke">www.justgiving.com/pembroke</a> and click ‘fundraise for us’ to start.	<input type="checkbox"/>
2. <b>Set a reasonable target and increase it if you hit it early.</b> If you think you will reach your goal early you have clearly underestimated what an amazing fundraiser you are.	<input type="checkbox"/>
3. Once your online fundraising page is up, <b>write a short story about why you are fundraising and post an update to your page every so often.</b> The more effort, enthusiasm and emotion you put in the more people will donate.	<input type="checkbox"/>
4. <b>Use a sponsorship form too and remind people about gift aid.</b> Ask face to face and get people to pledge. For Gift Aid we need full name, first line of the address and postcode.	<input type="checkbox"/>
5. We hope you <b>know that your fundraising will change lives.</b> Only with your support can we provide things like therapeutic massage, birthday presents for patients with no family and a rehabilitation assistant to help patients improve and maintain their independence at home.	<input type="checkbox"/>
6. Ask your employer if they will <b>match fund</b> your sponsorship.	<input type="checkbox"/>
7. <b>Save on the leg work.</b> Post on facebook, tweet, email and text all your friends to tell them about what you are doing and get them to pledge their support for you online. You can create a text donation code: just log in and click ‘edit my page’.	<input type="checkbox"/>
8. <b>Pin up your sponsorship forms and a print out of your fundraising page</b> in the social areas at your work or place of study.	<input type="checkbox"/>
9. <b>Give a sponsorship form to family and friends</b> to raise money on your behalf.	<input type="checkbox"/>
10. If you are fundraising with others, <b>set up a team fundraising page</b> to bring the group together. Log in to your Just Giving account, go to ‘edit your page’ and then click on ‘start a team’. Or you can use your one page for everyone and give them the link.	<input type="checkbox"/>

**Good luck!!**