

## Golf Marathon4Martha 2024 ~ Fundraising Guide

Thank you for signing up to our 2024 Golf Marathon4Martha, taking place from 1st June – 31st August. To help you raise as much sponsorship as possible we've put together a fundraising guide, packed full of ideas and tools to help you kick start your fundraising.

### Your guide to fundraising

When it comes to fundraising, the sky's the limit. We've put together some suggestions to get your team started but please share your own, winning ideas we'll make sure we pass them on. Good luck!

#### 1. Get cracking

Set up an online fundraising page, for your team, with Just Giving [www.justgiving.com](http://www.justgiving.com), it is a great way to raise sponsorship and you'll get advice about online fundraising and a simple guide to setting up your fundraising pages.

Golf Marathon4Martha can be found on our events page on Just Giving so you can automatically set up your fundraising page from the event making it simple and easy.

#### 2. Network

Social networking can give you a massive boost. Get in touch with family, friends and colleagues on Facebook, Instagram, Twitter or LinkedIn and send regular updates on your progress. Include the link to [www.marthatrust.org.uk/golfmarathon](http://www.marthatrust.org.uk/golfmarathon) so that people can find out more and help us to spread the word.

And if you're using JustGiving make sure you include a link to your fundraising page so people can sponsor easily support you..

If you aren't on any social networking sites then get in touch by email, WhatsApp , phone or better still in person.

#### 3. Corporate muscle

Why not ask your employer to match your fundraising total. Use the intranet, notice boards and newsletters to drum up support. Leave paper copies of your sponsorship form in the kitchen or break areas. And don't just limit yourself to your own company. Why not get in touch with other companies or business contacts and ask them for sponsorship?

#### 4. Gift Aid it, Gift Aid it, Gift Aid it!

Ask everyone who sponsors you or makes a donation to Gift Aid it. It's worth an extra 25% on everything you raise and won't cost you a penny. As long as your sponsor is a UK taxpayer then they simply need to tick the Gift Aid box on the sponsorship form, provide their name, address and postcode and we'll do the rest.



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You raise	Gift Aid could be worth an extra	Total raised with Gift Aid
£100	£25*	£125*

\* where all donations are eligible for Gift Aid

### 5. Challenge yourselves on the day

Birdies, 3-putts, out of bounds, wager between your team or get people to sponsor you for achieving certain feats

### 6. Say 'thank you'

It's incredibly important to thank your sponsors and to let people know how you got on. Social media is the ideal way to post updates, photos and keep in touch but if you don't use the internet then send a letter or pick up the phone.

#### In brief...

- ♥ Get online with Just Giving
- ♥ Use social media like Facebook, Instagram, Twitter and LinkedIn to spread the word
- ♥ TALK to people – face-to-face can be really persuasive
- ♥ Get your employer involved and spread the word to any contacts you may have
- ♥ Exploit your networks and get support from your local community groups and clubs
- ♥ Keep everyone updated on your progress and let us hear your success stories
- ♥ Boost every penny you raise with Gift Aid
- ♥ Don't forget to say 'thank you'

#### And don't forget...

There is a prize for the team who raises the most money, to be eligible for entry we must receive all your sponsorship money no later than 30th September 2024.

If you need help, advice, a few words of encouragement or you simply want to tell us what you're planning then we'd love to hear from you.

Call Kerry or Carol on 01304 610448 or email [fundraising@marthatrust.org.uk](mailto:fundraising@marthatrust.org.uk)

The money you raise will help transform the lives of the people we support. So on behalf of everyone who lives and works at Martha - *Thank you!*



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