

Raising funds...

Following are some helpful hints on raising sponsorship.

Get Sponsored!

Asking people directly, face to face, to support you in your efforts is probably the most effective means of fundraising.

Believe in the cause

In asking for donations, you are effectively representing Manly-Manado - know where the money raised will be going. If you are not sure, visit www.manly-manado.org.au



Be ambitious - set a goal, then double it!

Potential donors will often ask you how much the average person is sponsoring you - aim high and ensure that the first donation online at Everyday Hero is a big one for others to follow.

Who to Approach

Tap into your workplace

Place a pair of running shoes on your desk with a sign saying "Help these shoes to walk from Spit to Manly!" Confidently ask your company for sponsorship support as team-building dollars well spent with the bonus of a tax deductible charitable contribution.

Approach local businesses for sponsorship

Many businesses will jump at the chance of easy promotion like this - they'll happily donate decent dollars in return for the advertising opportunities offered to them if you wear their company name during the walk. The tax deductible aspect can also be a real incentive and can boost the amount people are prepared to contribute.

Be bold - approach everyone in your life

You are not asking for a favour, you are inviting people to participate with you in an event that connects community with community. For example, a scheduled visit to the dentist would include a request to the dentist; a night out to dinner, would include a request of the restaurant owner; a shopping expedition would include an approach to the local shop owners etc. As for family, friends, clients and colleagues, email them all, follow up with a phone call or even better, a face to face discussion - people find it very difficult to say no when you are standing in front of them!

Email the world!!

Following are some draft emails that you can adapt to send from your email address to family, friends, work colleagues etc.

If you have done the walk before, you can use something like this:

Dear Friends

Yes I am doing it again! On Saturday, 26th September, I will be taking action against poverty by doing the 10km Manly-Manado Walk from Spit Bridge to Manly. The Walk is now in its fifth year and has, to date, raised over \$76,000 and over 740 people have enjoyed the walk.

I am emailing to see if you would be happy to sponsor me. The Walk raises funds for Manly-Manado, a volunteer movement building a long-term community partnership between the developed community of Manly and the developing community of Manado in Indonesia.

If you would like to sponsor me, simply click on the following link and donate!

http://www.everydayhero.com.au/Your_Name

As at the end of July 2009, Manly has held 124 community events and activities involving over 13,850 people. As a result of this community support, 210 children in Manado have received sponsorship via Compassion, four capital projects have been supported and 1,294 families are in a micro-loan programme empowering them to help themselves out of poverty by setting up a business.

For more details on The Manly-Manado Walk and how fundraising helps the people of Manado, see www.manly-manado.org.au

Thank you for your support.

Best Wishes

If you haven't done the walk before, you can use something like this:

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Thank you for your support.

Best Wishes

Help Us Promote the Event

If you can help promote The Manly-Manado Walk in your community, please contact us for further information, example emails to raise sponsorship funds, posters and news releases.

Encourage your friends to participate by asking them to register for the walk online at http://www.everydayhero.com.au/event/m_m_walk09 or they can email us for more information at thewalk@manly-manado.org.au

If you have any questions, please contact Mike Howorth, walk organiser, on 0418 969 467 or at thewalk@manly-manado.org.au

This is your chance to make a difference! Good luck!