

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 Compassion's Child Survival Programme - know where the money raised will be going. If you are not sure, visit:

www.compassion.com.au/cmsspage.php?intid=260



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, 18th September, I will be taking action against poverty by undertaking the 10km Manly-Manado Walk from Spit Bridge to Manly. The Walk is now in its sixth year and has, to date, raised over \$100,000 and over 1,050 people have enjoyed the walk.

I am emailing to see if you would be happy to sponsor me. The Walk is supporting Compassion's Child Survival Programme, designed to help vulnerable children survive and thrive, even before they are born. The Manly-Manado community has been investing in the lives of pregnant mothers and babies through Compassion's Pengharapan Child Survival Programme in Manado since 2008.

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

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

For more details on Compassion's Child Survival Programme, see <http://www.compassion.com.au/cmspage.php?intid=260>

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

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

For more details on Compassion's Child Survival Programme, see <http://www.compassion.com.au/cmspage.php?intid=260>

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 [www.everydayhero.com.au/event/m m walk10](http://www.everydayhero.com.au/event/m_m_walk10) or they can email us for more information at spit-to-manly@hotmail.com

If you have any questions, please contact Mike Howorth, walk organiser, on 0418 969 467 or at spit-to-manly@hotmail.com

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