

Fundraising/Sponsorship Tips and Ideas for Challenge Events

Below are some key messages about the charity and some fundraising tips/ideas

You may want to adapt the messages to a more personal style depending on who you are sending the information to. As well as the key messages you can also direct supporters to the website www.wellbeingofwomen.org.uk for further information.

I would also suggest that if the challenge event you are undertaking represents a personal goal or a huge fitness/training effort on your part that you ask people to encourage you to keep going by donating generously - think about who you are asking from and what they will respond to best.

You will also want to make it as easy as possible for people to sponsor you – we can provide you with a hard copy sponsorship form (for those who prefer to just hand over cash/cheques) but I have found that many people prefer to use the donation website such as Just Giving and to give online.

Virgin Money Giving and Just Giving

These websites allow you to raise sponsorship money online and are both trusted sites for the charity sector. You can set up your own fundraising page in aid of Wellbeing of Women - the site will take you through this process in an easy step-by-step way. Do add a photograph of yourself and also set a target of the amount of money you would like to raise - don't be shy about setting a high target - also if it looks like you will hit the target long before race day then I would suggest edging it up a bit - I have found that telling people that 'if I could only get another £50 I'd hit my target/reach £xxxx' you suddenly get some more donations - the last time I did this I managed to go from £100 target to £400 actual, simply by edging the target amount forward several times!!

Once you have set up your page you can send a link in an email to all your friends and family. The site automatically reclaims Gift Aid on all donations made by UK tax payers as well.

Virgin Money Giving currently allows more of your money to go to the charity
www.virginmoneygiving.com

Just Giving
www.justgiving.com

Wellbeing of Women's website

We are happy to feature your fundraising efforts on our website and if you are interested in this please send me a photo and a brief paragraph of why you are undertaking the challenge for Wellbeing of Women - preferably with a personal connection. Also send me the Virgin Money Giving or Justgiving link so that we can add this to make it really easy for people to sponsor you.

Posters at Work

If you think your workplace would allow you to publicise things more widely I can email or post you A4 posters to put up on your notice-boards to encourage people to sponsor you.

Fundraising instead of Sponsorship

Sometimes it is difficult to get the sponsorship you need from your own circle of contacts and in the past some of our runners and challenge event participants have chosen to raise money to reach their target using other fundraising ideas. You can find details of some easy fundraising ideas on the website or contact me and I can send you our full fundraising pack if you think this might be something you are interested in.

On the next page you will find some key messages and facts about the charity that may help you in your fundraising

Wellbeing of Women

Charity Registration No: 239281

Wow

Wellbeing of Women key messages:

Long version

Wellbeing of Women is the only UK charity dedicated to solving the health problems that affect women by funding medical research and training into all aspects of reproductive health.

Over the past 40 years, we have invested millions of pounds into funding the very best in medical research and training, resulting in some remarkable progress. In fact, every woman living in the UK since 1964 will have benefited from advances in healthcare made possible by Wellbeing of Women.

Half of all women in the UK still experience a reproductive health problem during their lifetime, be it trouble conceiving, intensely painful periods or gynaecological cancer. Wellbeing of Women is the only charity dedicated to changing this by funding medical research that will benefit these women and the professionals who diagnose and treat them.

Wellbeing of Women is working hard to improve women's health. Yet, despite our best efforts, we still receive more research grant applications than we are able to fund. With your help, we could support more research projects and together discover solutions that will enable women to get more out of life.

Short version

Wellbeing of Women is the only UK charity dedicated to solving health problems that affect women. Since 1964 we have invested millions of pounds in improving women's health but half of all women in the UK still experience a reproductive health problem during their lifetime. With your help, we could support more research projects and together discover solutions that will enable women to get more out of life.

Some useful facts:

17 babies a day die in the UK at or near birth
150 women a week die in the UK from gynaecological cancers
1 fifth of all pregnancies in the UK end in miscarriage
2 million women suffer the pain of endometriosis
Wellbeing of Women is funding research to help solve all these problems

Further information can be found on the website at

www.wellbeingofwomen.org.uk

Contact Me

I do hope the above information is helpful, if you have any questions or require any support materials (leaflets, posters, balloons, etc) then do please contact me:

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