

Sponsor forms: A quick guide

Getting a sponsor form

Sponsor forms can be obtained from the MND Association by calling the Community Fundraising Team on 01604 611 860 or emailing fundraising@mndassociation.org.

You can also contact your local Regional Fundraiser. Both the Community Fundraising Team and the Regional Fundraising Team will offer all the advice, support and ideas you could need to make your event hugely successful.

Please only use the sponsor forms that we provide as they will contain all the information that is legally required, such as charity number, and it will reinforce recognition of our logo helping to raise vital awareness.

We do need a little information from you including name, address, contact details and a brief description of your event including its name before we can send a form out to you. We need this information so we can find you on our system, or if you haven't been in contact with us before, add you to our records. It may sound like a lot of information is required but unfortunately after several incidents of attempted fraud, it is important for us to make sure that these incidents don't happen again. It also saves you the job of creating a form, giving you more time to do what is important: getting those pledges!

If you are a part of a team of fundraisers who are all using sponsor forms please gather together the same information that you would for just yourself and pass it on.

If you would like the money you raise to be attributed to a particular project, branch, group or tribute fund, please let us know when you request your sponsorship form. As you can imagine trying to sort out where money should go after an event can be incredibly confusing for everyone and will delay your money doing what you raised it for: contributing to the fight against MND.

If you need more sponsor forms – simply let us know and we'll send you some more.

Sharing your sponsor form

Now that you've got your sponsor form who should you approach and how? The first question is simple; approach every contact that you have. People can only say no and the more you ask the more sponsors you will have. These can include friends, family, colleagues, members of clubs and anybody else you can think of. If there are some people who you don't see regularly, why not think about running a Justgiving or Virgin Money Giving page so they can support you? It's also easier, in terms of administration, for us to collect the Gift Aid from online donations.

You can also put your form in a communal space at work. Just get people to put down their department, so you can collect the money afterwards. Before doing this, it's always wise to check with your line manager to make sure that you won't be going against any policies. However, please do not approach strangers in the street as it is illegal.

Many people are not sure what an appropriate amount to sponsor you is and can feel awkward suggesting an amount. You may find it useful to give people a guide, so if your running a marathon, ask people to sponsor you a pound a mile or if you have a time based event, get people to sponsor you per minute or hour. Always make sure that you ask if the

person pays tax on any kind of personal income. If they do and they tick the Gift Aid box, their donation becomes 25% more valuable.

Don't forget to give people regular updates on how preparations for your challenge are going. It can remind people to fill out the form and pledge their support.

Completed your challenge?

Once you've completed your challenge, make sure that you ask everybody on your list to give you the sponsorship money as soon as possible. The quicker it gets to us, the quicker it will be put to work. You might find it useful to create a template email describing how the challenge went, including pictures, and send it round. This will let people know you have been successful and that they should be ready to give you the sponsor money.

Once you have collected the money, deposit it in the MND Association account and send the form back to us including a note to let us know how much you have deposited and when.

We look forward to hearing about your future fundraising activities and please send us regular updates of your fundraising activities as we love to hear how people get on.

Best of luck!