



we SUPPORT

[Read more fundraisers stories](#)

SHELTERBOX.ORG

HOW TO PLAN A SPONSORED ACTIVITY

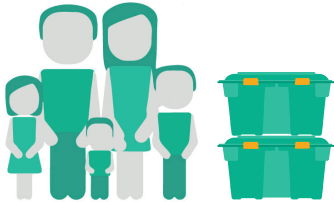
You might already know the sort of activity you want to do, or maybe you're starting from scratch. In any case, this guide is here to help you to plan and deliver a successful event, from start to finish.

There are lots of potential events and challenges you can take part in. Maybe you want to run a marathon, organise a sponsored walk or live in a tent for a month. Finding a challenge that appeals to you is the place to start.

Set your fundraising target

Are you planning to cycle 20 miles? Cope for 48 hours without your phone? Or brave having your head shaved? Having an idea of the amount you hope to raise will focus your mind. And if you tell people about it, it will help them to feel invested in what you're doing. It's especially powerful to point out exactly how many people your target amount will help. For example,

£1,180 = TWO FULL SHELTERBOXES FOR TWO FAMILIES OF FIVE



The money you raise will help us to provide emergency shelter, tools and other essentials to families in desperate need.

Choose a date and location

Choose a date and a place for your challenge – making sure you have enough time to implement your training plan, if necessary. Will you need to stay overnight before the challenge? Remember to book accommodation. Think about any help you might need: drivers, cheerleaders, official adjudicators.

Not all sponsored challenges involve feats of endurance, but if yours does then it's time to create a training plan to carry you through to the event.

Erik Elsea of Cape Coral, Florida solo paddled the entire length of the Mississippi River, 2,552 miles in a canoe to raise money for ShelterBox.

He had the amazing support of local Rotary Clubs along the way who, in exchange for a talk, offered him a hot meal and a bed. Most nights though, were spent sleeping in his tent near the river. With the fundraising support of our US Team, Erik has raised £52,000.

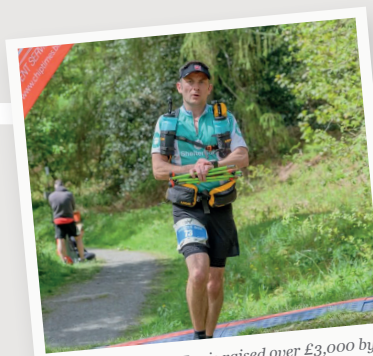
“I've always dreamed of canoeing the Mississippi River from the Headwaters in northern Minnesota to the Gulf of Mexico in Louisiana. They say it takes a drop of water 90 days to go that distance, so that's what I decided to do.”

TELLING EVERYONE

Getting the word out about what you're doing is a very important part of the process. You're going to need some sponsors and, if you're organising a team event, some participants. Start by spending time thinking about who your audiences are and then writing down all the places they might find out about what you're doing.

Here are some ideas to consider:

- Create posters and/or flyers for cafes, schools, churches, meeting places etc.
- Make an online fundraiser page and invite friends via social media and email
- Ask local businesses and organisations to share and publicise you on their social media accounts (don't forget your venue!)
- Send a press release to local media
- Share via newsletter mailouts, Facebook, WhatsApp, or any community groups you're in
- Hold a launch event for your challenge, possibly at the start or middle of your training to encourage sponsors and supporters. If this sounds like something you want to do, then look online for a copy of our How to hold an event document.



Mike Ennis raised over £3,000 by completing the Marathon Des Sables ultra marathon in Forteventura.



sambachelor My swim for @rally4shelterbox Thank you so much to everyone who donated to help us reach our team goal of £5,000

You'll find templates and promotional materials in your fundraiser pack

ENJOY IT

When it's time to complete your sponsored activity make sure you take the time to enjoy it. Remember any training you've done and why you're doing it, and take pride in the fact you are giving your time and effort to help families in need. To help you get through your activity, we can supply banners and bambam sticks, and get whistles for your family and friends so they can help spur you on.

We'd love to see photos of your challenge or sponsored event. See our guide to content gathering and send them in or tag us on Facebook, Twitter or Instagram with **#TeamShelterBox**

THANKING YOUR SUPPORTERS

Saying thank you is vital. Make a brief speech to your supporters – together you've done something amazing! If you've created a social media page then pop a thank you message on there. Try to remind your supporters why they've given their money and that they're making a huge difference to families overwhelmed by disaster. Announce the amount raised as soon as you can, it adds impact and may inspire further donations.

TRANSFERRING THE FUNDS

When you've completed your challenge and raised vital funds for ShelterBox, the only thing left to do is to send the money to us. Remember, any amount makes a difference. There are lots of ways to pay:



PAYPAL



PHONE



POST



BANK TRANSFER

DON'T FORGET TO SEND IN ANY GIFT AID ENVELOPES YOU HAVE COLLECTED BUT REMEMBER WE CAN'T CLAIM GIFT AID ON THE TOTAL YOU HAVE RAISED AS IT ONLY APPLIES TO INDIVIDUAL DONATIONS.

Need more help or have a specific question?

hello@shelterbox.org | 01872 302 600

ShelterBox, Falcon House, Charles Street, Truro TR1 2PH

**TAG US IN YOUR PHOTOS
#TEAMSHELTERBOX**

