

6.3h Sponsored anything!

Slightly crazy sponsored events are a great way to get generous donations and attract some publicity. If it's low cost then it's usually a guaranteed fundraising success!

- ★ **Think outside the box.** The more common options, like runs and cycle rides are good, but do think about doing something slightly crazier and quirkier as well. You could try a sleepout, fast, go bare foot for a day, sponsored study, sponsored silence, 24 hour dance-athon, 24-hour relay run around your Students' Union or even shaving or waxing!! The main thing is to be creative!
- ★ **Get a lot of people to participate in the sponsored thing.** Instead of just involving the committee members taking part in the sponsored action itself, try and get as many people as possible. Even better if you can get a lecturer or a tutor to participate! If everyone agrees to a minimum sponsorship amount of £20, for example, you can raise quite a lot of money with very little time and effort required from the organisers. You can get people to sign up when you have a stall, or just ask around: if 10 people in your STAR group all get two more people to take the sponsored action, you've got 30 people and can raise up to 600 pounds! See, it's easy 😊
- ★ **Remind people to get as many sponsors as possible.** Anyone should be able to get at least £20 worth of sponsorship money, and it isn't too hard to get a lot more!
- ★ **Get some publicity.** Advertise the sponsored event, and if you can get a lot of people to turn up you can then include other things in the event (e.g. a bucket collection, a raffle, or a cake sale depending on the setting). This way you can also continue to collect sponsorship money right until the action takes place. People might not be that interested in watching someone run a half-marathon, but they might want to see students take to the floor for a sponsored danceathon!