



# TUSK SAFARICOM MARATHON 2019

LEWA WILDLIFE CONSERVANCY, KENYA : Saturday 29th June 2019

## FUNDRAISING GUIDELINES

**Tusk requests that each runner aims for a fundraising target of £1,500 / \$2,025**

### **\* Fundraising for Tusk \***

The Safaricom Marathon is unique and should not be viewed like the many City marathons held around the world. This event has been established and organised every year by Tusk Trust as the charity's own flagship fundraising initiative to support specific conservation, education and community projects funded by Tusk in Kenya.

We therefore ask all prospective runners to note that by entering this event, they are required to raise funds for the Safaricom Marathon's existing projects.

*Unfortunately, Tusk is not in a position to accept entries from runners who wish to use this event to fundraise for other charities.*

### **CHECK OUT ONLINE SPONSORSHIP**

Take the hassle out of sponsorship by going to the UK site of the Virgin Money Giving website (<https://uk.virginmoneygiving.com/giving/>) where you will be able to create an online sponsor form in minutes.

USA runners: please go to CrowdRise (<https://www.crowdrise.com/>). Tusk is registered with both sites.

Supporters can donate by credit/debit card, their money goes direct to your chosen charity (Tusk) and it's all tax-efficient – earning Tusk even more through Gift Aid.

These fundraising pages are easy to operate, you can keep an eye on who's donating what and you don't have to chase people after the event to pay up.

### **SPONSORSHIP FORM**

We attach a Sponsorship Form (with Gift Aid column. Gift Aid enables us to claim 25p for every £1 of sponsorship money you raise, providing the sponsor is a UK tax-payer. Make sure that all of your sponsors tick the Gift Aid column of your sponsorship form.

A separate Gift Aid Form is also attached in case it comes in useful (UK participants only).

### **BE EASY TO CONTACT**

Ensure your name, address and telephone number are clearly marked on the sponsorship form. This way any photocopies should eventually return to you!

### **START AS SOON AS POSSIBLE**

Adopt a similar determined and planned approach to your fund-raising as you do for your training. Carry a Tusk sponsorship form with you at all times.

### **ORGANISE A FUNDRAISING EVENT**

around an activity you do in your spare time eg. pub crawl, roulette evening, pub quiz, raffle/sweepstake, fitness competition, parachute jump, safari party, design a T-Shirt competition etc supported by your company, local newspaper or pub etc.

### **TARGET DONORS WITH MILITARY PRECISION**

Make a list of all your family, friends and work colleagues as well as associates you know through sporting or social activity. If it helps, list them in separate sections and decide how you are going to approach them and what you want to say to them.

### **MAKE SURE YOU KEEP A HIGH PROFILE**

Meet as many potential sponsors as you can. Contact your local newspaper or company newsletter and tell them about your venture. Sponsors like good publicity. If you have a newspaper that is interested in writing an article about you, let us know. Tusk can provide photographs and further details of the projects being supported by the event.

### **FACE-TO-FACE IS BEST**

It's more difficult for sponsors to say no if you're standing in front of them. If you can't meet them, send a letter or email, as they are harder to ignore. A tear-off reply slip at the bottom is another handy hint. Make sure they send any donations to Tusk with their Gift Aid consent- signed, dated and addressed.

### **APPROACH YOUR EMPLOYER ...**

as well as other local companies for support. Many companies match individuals own fundraising efforts, and like to be seen to be supporting this way. Tusk can provide photographs for in-house magazine stories etc as well as Tusk literature and leaflets to help support your campaign.

### **ENLIST THE HELP OF OTHERS**

Encourage family, friends and work colleagues to help fund-raise on your behalf. Rather than cold calling, try to target organisations, businesses or individuals where you have a contact.

### **APPROACH YOUR LOCAL SCHOOL(S)**

In return you could possibly give a talk about your experiences after the event.

## ORGANISE A COLLECTION

At a supermarket, shopping centre, hairdresser or church or have a spring clean and have a car boot sale. Tusk can supply collection boxes.

If your fundraising is not going by **30<sup>th</sup> April 2019**, Tusk will request a Fundraising Deposit of £250 pp  
*(kindly note this is a condition of entry).*

Please contact Tusk for assistance at any time.

Thank You for your Valued Support!

Websites:

[www.tusk.org](http://www.tusk.org)

[www.lewa.org/support-lewa/safaricom-marathon/](http://www.lewa.org/support-lewa/safaricom-marathon/)

[www.safaricom.co.ke/safaricommarathon/](http://www.safaricom.co.ke/safaricommarathon/)

Follow the #SafaricomMarathon on [Facebook](#), [Instagram](#), and [Twitter](#) for our latest updates and images.

Contact: Mary-Jane Attwood ([mary-jane@tusk.org](mailto:mary-jane@tusk.org))

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Website: [www.tusk.org](http://www.tusk.org); Facebook: [www.facebook.com/tusktrust](http://www.facebook.com/tusktrust) Twitter: [@tusk\\_org](https://twitter.com/tusk_org)

**Tusk Trust is a UK Registered Charity No. 803118**

