How to... get sponsored!

Fundraising can be a great way to fulfil a lifelong ambition like swimming the Channel or running a marathon, but there are lots of simple ways to raise money too – check out our A-Z of Fundraising for inspiration.

We don’t mind how you raise funds for MCS, as long as you are safe, legal and happy. This guide gives you some tips on how to get sponsored.

Your fundraising support will help MCS campaign for proper protection for marine habitats and wildlife, make seas and beaches cleaner for you, and lead the fight to protect UK fish stocks.

Getting Sponsored

Fundraising can be really simple and there are two easy ways of doing this:

- Download the **MCS sponsor form**.
- Set up an online giving page within minutes.

The great thing about online giving is that you don’t have to worry about handling the cash. Your sponsors donate online and then everyone can see how much you’ve raised.

We recommend using **EverdayHero**.

You can also use **Virgin Money Giving** or **JustGiving** if you prefer.

Litter on UK beaches has doubled over the last decade, and more than half of all beach litter is made of plastic, which may never biodegrade. MCS runs regular beach cleans with thousands of volunteers collecting and surveying litter ever year.

£20 could equip two MCS volunteers to survey rubbish on our beaches, influencing government policy on marine litter.

Every penny helps!
Top tips!

- **Set your target:** It’s a great idea to set a financial target for your event as it gives your sponsors a reason to increase their donation. Let your sponsors know how their donation could help.

- **Good lead sponsors:** Identify a few people who may be able to donate generously, and ask them to sponsor you first. Your other sponsors are likely to donate a similar amount as the previous person.

- **Gift Aid:** Ask your sponsors to tick the Gift Aid box on your sponsor form if they are UK taxpayers. Gift Aid means that charities can claim an extra 25p per £1 on every valid donation. Don’t forget to send us your sponsor forms so that we can make the claim.

- **Matched giving:** Many companies run a matched giving scheme, which means that they will match whatever you raise pound for pound. Ask your employer if they have a scheme in place, or if they can sponsor you.

How to ask

I’m sure you’ve told everyone you know that you are doing something amazing for our seas, but sometimes it can be tricky to ask for donations. Here are a few ideas to make asking a little easier:

- **Put a collection box** or bucket on your desk (or in your staff room) and ask colleagues to donate their spare change.

- **Offer to make teas and coffees** for your team at work, or family at home, for a week in exchange for a generous donation.

- **Pin up your sponsor form** in your gym, office or local business. You could include a poster with a photo of you training and a note about what you’re up to and why.

- **Have you given up weekend drinks, takeaways or treats** to improve any training you’re undertaking? Perhaps friends could give up something for a day and donate the money they save to your fundraising.

Less than 1% of UK seas are fully protected. Scientists recommend that 30% should be protected to allow marine life to recover and flourish.

£500 allows MCS to act as your voice to Government in calling for more marine protected areas around the UK coast, ensuring the recovery of our depleted seas.

Overfishing and damaging fishing activities threaten our fish stocks and marine wildlife.

£10 helps us promote sustainable seafood through the Good Fish Guide, reducing pressure on endangered fish species and other marine animals.

Every penny helps!

- We hope you find these tips useful and if you have any questions at all, please contact the Fundraising team on 01989 566017 or email fundraising@mcsuk.org

Thank you for supporting MCS!