What is it?

A charitable fundraising platform specifically for sport and physical activity. Now athletes, clubs and community groups can raise money with the benefit of Gift Aid for: New kit, Training and Coaching fees, Travel to competitions, Building refurbishments, match funding etc

Why is this good?

£100 donated through the platform can turn into £125 for the appeal concerned because we, as the charity through which funds pass, will apply for Gift Aid. For the first time individuals, clubs and community groups can benefit from Gift Aid. All of which means you will be at least 20% better off using our platform than any other!

How does it work?

- You apply on line and once references have been taken up Podium Partners create your appeal page using your text, video and images.
- You update your appeal page on a regular basis via Blog posts which appear on your appeal page and general blog post. Example here
- You market your page to your immediate crowd via social media and other marketing channels
- You encourage others to donate, share and fundraise on your behalf (club members, friends family etc). Eg here
- You design and sell merchandise to support your appeal via communities (t shirts, hoodies etc)
- You think about events that you can run in support of your appeal. (A disco, corporate event etc)

- We help you to understand how to maximise your fundraising via webinars and on line help.
- We provide on line marketing support
- We help broaden your reach beyond your immediate crowd using the CSP, NGB and other local and regional networks.
- We use social media to reach out to everyone who is talking about your sport or physical activity on a regular basis
- We feature your event on our platform and sell tickets on your behalf

What do I do now?

- Watch the webinar and review the website and FAQs section so that you and everyone associated with the project understand the concept
- Talk to Us (karel@podiumpartners.org) and/or Natasha (nhoward@cornwall.gov.uk)
- Make sure you have a plan and get others to help you
- Commit to your project over the entire period of your appeal
- Then and only then...........

...........start your fundraising journey!