

# TOP FUNDRAISING TIPS

- 1 Get creative;** when raising funds for your challenge event, the more creative you can be the better. You could organise a bake sale or go crazy and have a Rubix cube party!
- 2 Shout about it:** You want to make the most of your fundraising effort, so shout about it. Tell everyone you know, family, friends and work colleagues. Everyone should know that you're taking on a challenge or hosting an event for charity. Share your story by social media, email, letter, phone, notice boards, and just in day to day conversations.
- 3 Ask:** When you share your story don't forget to ASK for support in the form of a donation. General asks are never as effective as a personal ask. A post on social media is good, however a direct message is even better. Highlighting the good work of the charity along with the fundraising and training you are doing for the challenge works best.
- 4 Share updates:** Update people with your progress, if you're training, let them know about your bad days and your good, people get more generous if they realise the effort you are putting in.
- 5 Make donating easy:** You will receive more donations if people can donate to you easily. Use sponsorship forms, an online giving page, text to donate number (which you can set up on your online giving page). Using them all together will maximise your fundraising.
- 6 Gift Aid makes a difference:** Make sure people are aware of Gift Aid, if they tick the gift aid box when donating we will receive 25p extra for every pound they give, at no extra cost to them – Gift Aid is claimed back from the tax they have paid over the year. This could increase your overall donations by 25%!
- 7 Extra incentive:** Use a Sweepstake or raffle to engage more people, with their donation possibly resulting in a prize.
- 8 Be personal:** Every post should include a photo. People will engage more with your fundraising, the more personal you make your updates.
- 9 Take photos:** Up to 20% of donations can come in after the event, to show people you succeeded and give them a further reminder to donate, share your photos and videos.
- 10 Thank people after they donate!** You may say this is obvious but some people forget to thank those who help them reach their target!

