

Fundraising Tips

GET THE BALL ROLLING



Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.

SHARE YOUR "WHY"

Most online platforms will supply some wording for you to use on your fundraising page. The most important thing you can add to this message is WHY you are fundraising. Let your family and friends know why this matters to you; that's what they care about most.

START WITH YOUR CLOSE CONTACTS



It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle before sending out a mass message on social media. This is often referred to as the "onion method". Allow us to explain... think about your fundraising strategy like peeling an onion from the inside out.

- Day 1 - Send your first email/request to family and maybe one or two close friends first.
- Day 2 - Send to your 10-15 close friends next
- Day 3 - Send to more distant contacts and maybe work colleagues
- Day 4 - Now that you should have some donations or pledges, send your online fundraising link out via social media to anyone who will listen!

MAKE THE MOST OF SOCIAL MEDIA

GET YOUR TAG ON. Start on Facebook by tagging those who have already donated thanking them for their donation. When you tag someone your post is shared on your activity feed and theirs too! This also shows that people are already supporting you which will encourage others to do the same.

SET INTERIM GOALS. Sometimes people are overwhelmed by ambitious goals. Maybe you want to raise £100 in the first week, then get to £250 in the next week. Keep your followers up to date on your progress and let them help you reach the next hurdle.

CONSIDER GIFTS. Offer gifts to those who donate. Maybe your best friends want to see you do your fundraising activity in a tutu or you're crafty and can make small gifts for those who donate over a certain amount.