

5 TIPS & TRICKS TO BOOST YOUR FUNDRAISING SUCCESS

1. TELL YOUR STORY

Sharing your personal connection to the cause keeps you motivated and helps supporters rally behind you. Personalise your Just Giving page with your story, and regularly post updates and reminders on social media.

2. SET A TARGET

Research shows 86% of fundraisers who set a goal hit it, and you're more than twice as likely to raise over £500 than those who don't. Set the bar somewhere challenging but achievable - you can always raise it later if you reach your goal earlier than expected.

3. FOLLOW UP

Thank your sponsors and keep them updated so they feel they're on the journey with you. Some people forget to donate or wait until a challenge is complete, so don't be shy about following up - they'll appreciate the reminder!

4. USE YOUR NETWORK

Social media is great, but don't be afraid to email, text or speak to friends, family and colleagues directly. Ask your local community group if you can put on an event, hit up local businesses for raffle prizes, or speak to your workplace about match funding opportunities.

5. KEEP IT ABOVE BOARD

Do you need permits, licenses or insurance for your activity? Are you handling money or donor data? Make sure your fundraising complies with all legal guidelines at fundraisingregulator.org.uk, so supporters know they can trust you with their donation.