

FUNDRAISING TOOLKIT

TOP TIPS

Set up an online giving page

This make it as simple as possible for people to sponsor you, so a great start is to set up a justgiving or virgin money giving page and sharing the link with your family and friends.

Time your donation requests

People are more likely to be generous after payday so think about who you are asking and when.

What is your target?

Figure out your fundraising target. Be ambitious and realistic and then make sure you tell people and ask them to help you reach it. (If your target is high, break it down into smaller weekly targets, it will be much less daunting).

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Don't forget to ask people to tick the Gift Aid box for an extra 25p from the government for every pound.

Family First

Ask close family and friends to donate first, as they are more likely to be generous and people are more likely to then match their generosity..

Make it personal

Tell people what inspired you to get involved and think about how you can make the story interesting and exciting.

Match Funding

Ask your employer if they will match fund your sponsorship efforts. (Most companies have a pot reserved just for this).

TELL EVERYONE

Mention your event to everyone, everywhere. Add it to your machine messages, email signature, noticeboards - wherever you can! And ask your friends to do the same.

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LITTLE LIVES

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Registered charity number is 1092545



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