

# Top Tips

## Every pound you raise really will make a difference

to vulnerable veterans and those with disabilities, so please set your target high.

## Tell your personal story.

Why do you care? Why are you are fundraising? People respond to a personal story much more than generic text.

## Ask if your employer does 'Matched Giving'

– more about this on the 'Paying in' page.

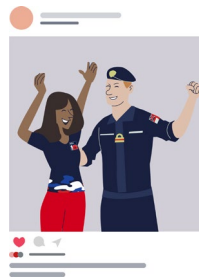
**Let supporters know** how you are doing by updating your Fundraising page often, they will enjoy following your progress.

**Use our pre made social media imagery, posters and more** – all available here: [rbli.co.uk/tommy10k-downloads](http://rbli.co.uk/tommy10k-downloads)

**Contact your local newspaper/radio** and use the press release template from our fundraising hub and send to the news desk of your local paper or radio.

**Once your page is set up, email the link** to your friends, family and colleagues, share it on your Facebook page and tweet about it. Don't be afraid, people want to hear about the good things you are doing. And don't forget to text those who are not on social networks but would love to hear about it.

**Promote your training selfie!** Fundraisers with pictures or videos on their page raise 14% more per photo. A perfect excuse for a #selfie.



**Add your online fundraising page as a link** on the bottom of your email signature with a brief explanation of why you are taking on the challenge.

**Chat local businesses and see if they'd be willing to help.** Maybe a shop would be willing to put up a poster? Your friendly pub landlord may put out a collection tin? You could find a business happy to donate something. And remember, we can send a letter of thanks if you give us their details!

**The simplest way to ask friends, family or colleagues to sponsor you** is to set up an online sponsorship page. When you register for the Tommy 10k we will send you an email with the instructions to set up your page on Facebook or JustGiving.

## People tend to match what has already been pledged.

So, send your donation page to those who will be most generous first or kick start things yourself by doing an anonymous donation.

**By sharing their events** with local groups, our fundraisers can see a 60% increase in sponsorship! Whether it's putting up posters, sharing a social media posts or flying, clubs and groups are known to make generous contributions or considerably help fundraisers through promotion.

## It's not over 'til it's over.

20% of donations come in after an event has ended, so make sure you follow up the event with an update about how you did.



## And don't forget to say a big thank you to everyone who sponsors you

Don't forget to visit [rbli.co.uk/rbli-events/tommy-10k-downloads](http://rbli.co.uk/rbli-events/tommy-10k-downloads) where there are plenty of things to help you create a successful fundraiser!



Royal British Legion Industries (RBLI) Charity No. 210063. RBLI, Hall Road, Aylesford, ME20 7NL, Kent

 [rbli.co.uk](http://rbli.co.uk)

 [fundraising@rbli.co.uk](mailto:fundraising@rbli.co.uk)

 @RoyalBritishLegionIndustries

 @RBLICharity

RBLI is completely separate to The Royal British Legion and receives no financial support from the annual poppy appeal. The charity must raise its own funds to deliver care and employability support, and build more homes