



Fundraising Tips

Looking to go the extra mile with your fundraising? We've got you covered with some useful tips and tricks to support your efforts and help you hit your target.

SET A FUNDRAISING TARGET

Aim high and set a target on your fundraising page. People are more motivated to donate when they see a clear goal.

TELL YOUR STORY

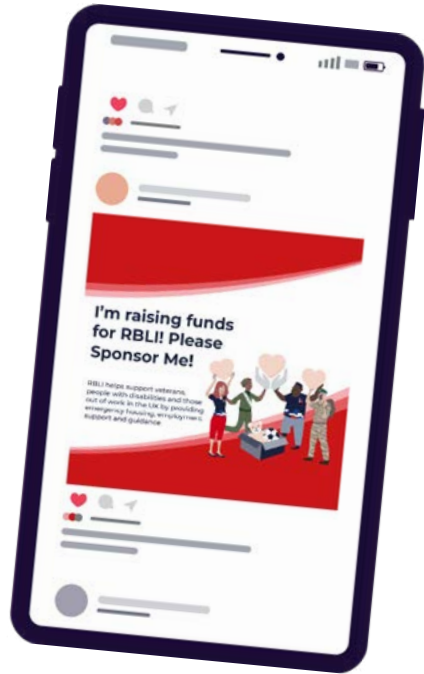
Share your personal reason for taking on this challenge. People respond much better to a personal story. Fundraisers who share their "why" raise significantly more money.

DONATE TO YOUR FUNDRAISER

Kickstart your fundraising by making a donation yourself. This shows potential donors you're committed to the cause and encourages others to follow your lead. Pages with an initial donation receive, on average, 70% more in donations.

IT'S NOT OVER TIL IT'S OVER

Keep your fundraising page open after the challenge ends. Up to 20% of all donations come in after an event is complete, so be sure to follow up with an update on your challenge and remind people they can still donate.



SHARE YOUR PROGRESS

Keep your supporters engaged by regularly sharing updates on your steps and progress. Post photos and videos of your walks, share your step count, and thank your donors publicly. Fundraisers who post updates raise 40% more.

DON'T FORGET GIFT AID

When people donate to your page, please remind them to add Gift Aid if they're eligible. This simple step lets us claim an extra 25p for every £1 donated from the government, boosting your fundraising total by 25% at no extra cost to your supporters.

And don't forget to say a big thank you to everyone who sponsored you!

