

Tips for fundraising

☀ Personalise your ask as well as your fundraising page. You are much more likely to get a response if you **target** your requests rather than sending out a blanket email.

☀ Never underestimate the power of social media. Use every opportunity to **promote** your fundraising page: E-mail signatures, Facebook, Twitter, WhatsApp, BBM, YouTube and Skype are just a few places where you can post the link to your friends and family.

☀ Don't be afraid to ask for money! You are raising money to help create healthier societies for young people, so there is no need to be shy about asking and reminding people to donate. We often find people are more than happy to sponsor but they just forget, so **gentle reminders** here and there are needed!

☀ Think of ways to raise funds which doesn't mean asking people for sponsorship i.e host a **bake sale**.

☀ Give your donors different options how donations can be made. Not everyone is into digital stuff so make sure they know they can always hand over cash or complete your **sponsorship form**.

☀ When people do donate, ask them to 'advertise' their donation, which can be done through **Facebook or Twitter**. This will help to encourage others.

☀ If you are not doing a challenge event but are looking to host a fundraiser for LMFC then **preparation is key**. Make sure you get in touch with the office as we can help you every step of the way from budgets to prizes! We are a resource here for you so make sure you use us.

☀ Use the information in this booklet. **Every £ helps** will **explain** where their funds will be going.

☀ **Know your cause**. When trying to raise money, people will want to know who what when and why.

The who is easy – its you!

The what is your challenge or event.

The when – simple, the date

The why is all about you again, your reason and motivation for putting on a ball or for jumping out of a plane. Tell people why you are supporting LMFC.

☀ A great day to sell tickets or ask for sponsorship is **pay day**.

☀ Letting the local media know about your fundraising will **raise awareness** and could generate support from the local community.

☀ If you're hosting an event, try to get some **local celebrities** to come and support you.

☀ Say **THANK YOU**

