



Fundraising top tips

Team Incredible has been perfecting the art of fundraising so we collected a few tips together to help you get started.

Plans produce results. Divide your fundraising target in to manageable sums and think about how you can hit them. Have a look at a couple of ideas below.

Idea: Schedule Events



Tip: Big-win events can make up a huge part of your fundraising. Things like race nights and pub quizzes can bring in the big money.

Idea: Social Media



Tip: One of the best ways to promote your activity and shout about your fundraising page. (See opposite!)

Idea: Smaller fundraising activities



Tip: Things like collection tins or cake sales can help boost funds raised through other methods. Often these can be organised by your support crew saving you time to focus on other ideas.

Idea: Target best donors first



Tip: Making specific asks to donors who may be able to give more can be a great way to get big numbers on your fundraising page early on, encouraging others to give a little more than they might otherwise.

Let your page do the work

Put some preparation in to your online fundraising page. Aiming high by setting a target, telling your story and including a photo all help to boost the amount you'll raise. Why not add some detail about what donations can achieve?

Your online page will be the most easily shared resource and is a great way of keeping donors up to date – there's even a great app for managing it all too. Head to [justgiving.com/sueryder](https://www.justgiving.com/sueryder) to set yours up if you've not done so already!

Support crew

You're not in this on your own. Tell a personal story and people will donate because they want to support you. Everyone has different skills and traits, if you inspire them to feel part of the team then once they've donated keep them up to date with your progress they may be able to help in other ways too. Training updates can encourage people to share your progress, or act as a reminder for others to donate.



Technology

Social media makes your cause accessible to a wide network. Updates on your training and activities (like those in your plan!) are great reminders of why you need their support. Every Facebook 'share' of a JustGiving page prompts an average of £5 of donations and you can also thank your donors publicly to encourage others to give.