

# Top 10 Fundraising Tips



## **BE THE FIRST!**

By donating to your own supporter page you are showing your commitment to your fundraising and setting the benchmark for other donations.

## **INCLUDE PICTURES**

Remember to include pictures of yourself, people want to see who they are donating to.



## **UPDATE YOUR SUPPORTER PAGE!**

Keep your donors and potential donors updated with your progress, how is the fundraising going? What obstacles have you come across, what are you really enjoying etc.

## **TELL YOUR STORY!**

Let supporters know WHY you are doing what you are doing, they want to know – share your passion.



## **WATCH YOUR TARGET!**

If you hit your target, or you are less than £100 away from reaching it, increase it! If people think you are close to meeting your target they may not donate the £200 they were going to if you are only £75 off your goal.



## **HOW MUCH THEIR £'S HELP!**

Let people know how much to donate – eg £25 will provide one full week of meals, snacks and refreshments for a patient being treated in the Inpatient Unit, £15 will pay for 45 minutes of a nurses time to care for a sit with a patient. You want them to know that any amount they are able to give will make a difference



## **THANK YOUR DONORS!**

Let them know their donation has been noticed and appreciated.

## **CONTACT ALICE HOUSE**

We would love to hear from you, let us know what you are doing for the Hospice and ask if they have any materials to help you raise as much money for them as possible!

☎ 01429 855555

✉ [jforbes@alicehousehospice.co.uk](mailto:jforbes@alicehousehospice.co.uk)



Ask

## **AND FINALLY - ASK AGAIN!**

People often need reminding, if you asked them once and they haven't donated – ask again, they may have just forgotten and won't begrudge a friendly reminder. And don't be afraid to ask after you've completed your event, almost 20% of donations come in after the challenge is over!



## **SHARE IT**

Share your fundraising page on Facebook and Twitter and other social media platforms – spread the word! If someone isn't able to donate, ask them to do the same, every share helps.