



## FUNDRAISING TIPS



### DONATE TO YOURSELF

Kickstart your campaign by donating to yourself. This shows that the cause means something to you, and gives your supporters something to go by when considering how much to give. Psychology also shows that the closer you are to your goal, the more likely people are to give - so take the first leap!



### TEXT YOUR CLOSEST FRIENDS FOR SUPPORT

Fundraisers who share their page by SMS raise 46% more than those who don't! Share your page with your closest friends (or to those who you think will donate a higher amount) first to help boost the average donation. View your page on a mobile device and click 'share by SMS' to share.



### SHARE YOUR PAGE ON SOCIAL MEDIA

Social media is where it all happens these days! You can use the 'Share' button to share your page on Facebook, Twitter or LinkedIn. You could also screenshot your page and post it on Instagram, or post a photo of yourself getting training to encourage people! You could even share TLC for Kids' posts to inspire people. Don't forget to hashtag #tlcforkids!



### EMAIL EVERYONE YOU KNOW

Email is still a very powerful form of communication! Boost your total right away by sending a personalised email to your contact. Plus, sending a reminder email will often help you raise even more than the first email. You can even link your contacts to our website, so they can see what activities their funds will be supporting. Check our tips page for an email template.



### CONNECT YOUR APPS

Did you know that you can connect to Fitbit and to Facebook to help share your fundraising journey with your friends!

[Click here to learn how to connect to Fitbit](#)



### INCENTIVISE SUPPORT

Set a little incentive for your family and friends to support your cause - for instance, make the promise that if you reach your fundraising goal, you're going to wear your paint-splattered shirt out somewhere unexpected, or spray paint your hair for a week! Any fun idea might inspire people to donate.