

SFCS: FUNDRAISING TOP TIPS

1. Share your photos

According to Just Giving, fundraisers with photos on their page raise 14% more per image!

Share pictures of your training runs or the cakes you have baked.

2. Tell your story

Share the reasons why you have taken on your fundraising challenge.

Why are you raising money?

Why do you care?

Tell a story – it's the best way to turn your readers into supporters.

3. Use social media

Share your page on social media - it's proven to increase your number of sponsors!

Don't be afraid to share either. People want to hear about the good things you are doing!

Tag us in your posts and we'll share them too!

4. Set a target

According to Just Giving, pages with a target raise 46% more!

Aim high but be realistic. Then spread the word!

5. Don't forget about email

Do you have a friend or colleague who would be happy to share your page via e-mail? This can be a good way to encourage others to donate. (Especially if they sing your praises!)

You may also have friends, colleagues or neighbours who aren't on social networks but would love to hear about what you are doing.

6. Be creative

Think of interesting ways to get people excited about your fundraising.

"If I reach my target I will run in fancy dress."

Create a video; it could be after a training session, during some baking or simply explaining why you are fundraising for us.

7. WE can support you!

Let us know about your fundraising before your event so we can support you.

We can share your fundraising page via our social media pages, feature you on our website and even help with press releases.

8. Update your page

Let your supporters know how you are doing by updating your page often.

They will enjoy following your progress.

Each time you update your page, share it on social media.

9. The fundraising isn't over yet!

According to Just Giving, 20% of donations come in after an event has been completed.

Post after the event with an update and include photos.

Share your fundraising with us and we may be able to spread your story even further

Via our Facebook page: www.facebook.com/stfrancischildrenssociety

Tweet us: [@SFCS_adoption](https://twitter.com/SFCS_adoption)

Questions? Need support? Call us on **01908 572700** or e-mail LeanneS@SFCS.org.uk