



Fundraising tips to help you maximise your fundraising success:

The key to fundraising success is how you spread the word about what you are doing. You need clear and inspiring communications that reach as many people as possible. But if publicity's not your cup of tea, don't worry - we're here to help!

Whether you're reaching out via WhatsApp, email or social media (ideally all three!), we've got some simple and effective strategies for encouraging people to donate, as well as templates to help you get started.

Here are our tips for getting the message about your fundraising out there:

- Why are you doing it? - Explain why you're so passionate about FareShare Greater Manchester and its mission. Say why it matters to you and how our work makes an impact. Personal stories resonate with others, so people will want to support you.
- Share your goals - Let people know exactly what your event or challenge involves, why it's so challenging for you, and how much money you want to raise. You could even ask everyone to give you a specific amount.
- Don't restrict your impact - Make a list of all the groups you are a part of, online and in real life. They could include family, friends, colleagues, neighbours, local groups and online communities. Then share news of your fundraising as widely as you can.
- Recruit some helpers - Get family and friends to share your fundraising with their networks too, so you reach even more people. Long lost relatives and friends of friends may well want to support you when they hear what you are doing.
- Give updates - Get people invested in your challenge by sharing how it's going on social media and JustGiving. Post photos, celebrate milestone moments, shout out donors and give updates on your fundraising total.
- Make it easy - Include links to your fundraising page on everything you send out, and generate a QR code from JustGiving for posters and leaflets. If you're collecting cash, have a designated pot or bucket.
- Say thank you - Show your gratitude to supporters at every opportunity. As well as thanking people when they donate, tell them how much their encouragement and engagement mean to you.

Fundraising at work? - Don't forget to:

- Use your work intranet or communication channel to promote your fundraising.
- Ask your company if they'll match what you raise.
- Update your email signature to promote your fundraising.