

Sue Ryder

Six top tips for fundraising

Develop a support crew

Having the courage to ask is vital when fundraising but people will donate because they want to support your efforts, so make your plea personal and give them the chance to do so. Tell your story and inspire others to feel part of your team. Once they have donated keep them up to date with your progress. Updates on your training can double up as a reminder to donate.

Use those around you

Everyone has different skills and personality traits. Don't just ask for money from people, explore your network and ask for help. Maybe your best friend works in a large company who could donate a raffle prize? Or maybe your brother is in a band that could host a charity gig? Would your local pub let you host a charity quiz night? Maximise your local community to help raise funds.

Use technology

Social media makes your cause accessible to a wider network. Update friends with your training and reminders of why you need their support. Every Facebook 'share' of a JustGiving page prompts £5 of donations. Thank your donors publicly to encourage others to give.

Set up JustGiving's Text Giving service. A text is a simple way for your donors to support you from wherever they are.

Make your page do the hard work

Put some preparation into your online page – make sure you set a target, include some photos and tell your story. Why not include some detail with what their donations help Sue Ryder achieve.

Make sure you add your page address to your email signature and go old-school with some printed business cards for those face to face meetings.

Plan

Plans produce results. Divide your fundraising total into manageable sums and think about how you might hit these. Schedule events, social media and any other fundraising activities around these smaller amounts. Target your best donors first to get some big numbers on your page. Inform the local media of your plans and spread the word.

Be original

People love originality and will be far more interested in your fundraising activities if they are a little different. Would you make the perfect host for a fancy dress tea party, or are you a poetic type who could offer personalised poems for donations? Play to your strengths and do it your way.

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