

Top ten tips to keep your fundraising on track

1

Post regular updates. Reached 50% of your fundraising target? Smashed your training run today? Use your online fundraising page alongside your social media accounts as your diary and keep friends, family and colleagues involved with your fundraising journey.



2

Show donors what their support will achieve by asking your chosen charity about the work they do. What could your charity achieve with a €10 donation? How could €50 change a life? Let donors know the impact their giving will have in a specific and understandable way.



3

Think outside the box. Why not commit to a dare if you meet your fundraising goal? Whether you agree to dye your hair or wear your pyjamas to work, donors love it when you put your pride on the line for a good cause!



4

Get your workplace involved. Find out if your organisation will match employees' charitable donations – many do! Or simply let your colleagues know what good deeds you're up to by posting on your internal channels.



5

Step outside your direct network. It may feel weird to ask for support outside your group of friends, but tons of people out there share your passion. So go ahead, post your fundraising project on that local community Facebook group!



6

Take your fundraising offline by downloading your project's QR code and printing it in brochures, flyers and posters. And of course, there's the most personal and powerful offline method of all – asking in person.



7

Enjoy baking, singing or dog walking? Put **your hobbies** to work for charity as your fundraising challenge! Everybody wins.



8

Be persistent. Don't be afraid to ask twice. People often mean to donate but forget to do so. It usually takes more than one request to nudge someone into action, so don't feel embarrassed to ask again.



9

A simple thank you can go a long way. Showing your gratitude to donors isn't just a nice thing to do, it can encourage them to spread positive word of mouth about your fundraising – and maybe even donate again.



10

Your fundraising journey doesn't end when you cross the finish line. Up to 20% of donations come in after race day, so make sure you **keep pushing!**

