

TOP TIPS FOR FUNDRAISING: DIGITALLY OR IN PERSON

Digital Fundraising

1. Tell your story - make sure your fundraising page explains why you chose Cancer Support UK in a clear, engaging, and concise way. People give to people, and your friends and family will care about what you care about so don't be afraid to share.
2. Give yourself a target – make sure you set a fundraising target. This helps to give you and your supporters something to aim for. It's good to make sure that this is both aspirational but realistic for what you think you can achieve. Remember you also can raise funds offline and add them to your online total.
3. Show impact – include details on how a supporter's donation will help Cancer Support UK to positively impact more people who are experiencing cancer. One of our team can support you with this, so please do get in touch if you would like more information. We can be reached at hello@cancersupportuk.org.
4. Set yourself small weekly fundraising targets rather than thinking about a daunting total target. Break it down and think about where you might get each £20 or £100 from. Friends? Family? Colleagues? Are you planning on doing a smaller event in the lead up to help you reach a bigger target?
5. Think about asking close friends or family to donate on your page first. People like to have a guide so ask them to donate early so that other people might be inclined to match their generosity. Remember, you can always kick start your page yourself so people don't have to feel like they are the first.



6. If possible, time your donation request. Statistically the best time is right after payday when people are thinking about their costs in the month. Remember that one person's £5 might mean a lot to them, and it all adds up!

7. Mix up how you tell people about your fundraising, don't rely on social media alone. Some people really appreciate an email or phone call. Remember to share it on your WhatsApp groups or through Facebook Messenger too - that way your fundraising won't get lost.

8. Remember that people don't mind being reminded. We all have busy lives, so remember to remind people who said they would donate as they have likely just forgotten - sending them a link to your fundraising page will make it easy for them.

9. Posts with photos generally get more engagement on social media. The same goes for your online fundraising. Try recording a short video of yourself celebrating a training or fundraising milestone or thanking your donors and share it on your page and on social media.

10. Saying thank you when someone donates is important because it lets people know you appreciate their support, as well as what a difference their contribution will make. The 'thank you' could be public, in the form of a video or photo, or it could be more personal, in the form of an in person meeting, an email, or even a handwritten letter! Your thanks might encourage them to give more or to tell someone else about your fundraising.



In Person Fundraising

- 1) Get face to face - when you're fundraising make it a point to ask the friends and family you see on a regular basis to support you by donating. Dinner parties, football games, book clubs, family events etc. They are all great opportunities to make in person asks.
- 2) Utilise the fundraising form in your Big Ginger Social fundraising pack to get people to commit to a certain amount of money. If someone knows their name is written down, they are much more likely to follow through with their donation.
- 3) Make it personal - people will donate because you are asking them to. They value the relationship they have with you, as much as the cause or event. Communicate your passion to your friends, family, co-workers and other potential donors. It's a critical part of your fundraising success.
- 4) As with digital fundraising, we all live busy lives and have a lot of other responsibilities on our plates. A little reminder nudge goes a long way, so try to follow up with everyone, especially as the time you have to fundraise for the event runs down. People respond to deadlines!
- 5) Form a team by getting your friends and family to help you with your fundraising. A team can raise more money faster, and the team atmosphere will help foster friendly competition, inspiration, encouragement and participation.
- 6) Make sure to say thank you to everyone who supported you. Send emails, write personal notes and thank people in person. As with digital fundraising, it might encourage them to give more or to tell someone else about your fundraising.

**Thank you for supporting Cancer Support UK,
and good luck with your fundraising!**

