



# Kickstart your fundraising!

Getting out there and raising money right from day one is vital to make sure you reach your target! Here's some tips to get you started.

## Plan, plan, plan!

Often the hardest part of fundraising is getting started, and a lot of activities look harder to do on paper than they are in practice! Break it down into smaller pieces to make it less intimidating:

- Make a fundraising diary
- Plan in at least one fundraising activity a week up to your final deadline (more if you can fit them in!). Estimate how much each activity will make to make sure it will all add up to the amount you need
- Include a mix of activities – small and simple fundraisers balanced against larger ones that take more time and effort
- Be realistic about what you can do – don't plan activities for exam week, for example!
- Make sure you have lots planned for Christmas time – this is the biggest fundraising season of the year, when people are feeling most generous

## Fundraise online: raise money from the comfort of your own sofa!

- Make your VMG page look good – personalised pages raise more money! Add a photo and something about your challenge and why you're doing it. You can also add videos and photos for an extra 'wow' factor
- Ask your family to make a donation – the first donation on your page sets the level that people will judge how much they should pay by, so if you can get your family to donate a large sum to kick you off, that will help you!
- Use your social networks! Advertise your VMG page on Facebook, Twitter and any other platforms you use (Facebook is the most effective for this as your network there has a stronger connection to you). Time your requests carefully for when you know people have some cash, such around pay day
- Use pictures! Images draw people's attention far more than plain text. When asking for donations, use a picture of either you fundraising, or related to your challenge (we'll circulate some pictures for you to use)
- Use Facebook events – they trigger notifications and people are more likely to look at them to see what they're about. So if you're doing a fundraising activity, turn it into a Facebook event and invite all your friends
- Keep asking, keep people updated, and tell a story. Keep your networks up to date with what you're doing to raise money, and include a link to your VMG page every time you do. Running a marathon? Tell people about it! A large number of donations for such activities happen after it's over, when people have the proof you can do it!

## Get fundraising!

Kickstart yourself with a simple and easy quick wins, and then make sure you keep the momentum going by following up with more events!

- Run a movie night for your friends at your place – these are cheap and easy to arrange, and fun too! Lay on a film night with popcorn and snacks provided and ask your friends to donate what they would have spent on a night out at the cinema. Ask for an extra donation for getting to choose which film you watch
- Spend an afternoon going round your local shops asking whether they'd be willing to have a collection pot on their counter (you can request more of these from us)
- Small Challenges – ask your friends (a Facebook group is good for co-ordinating this) to challenge you to do things in return for a donation! There are all sorts of things they could ask for – throw a pie in your face, get you to wax your legs, change your profile picture to something silly, and so forth. Make sure you negotiate a donation appropriate to the 'difficulty' of the challenge!
- Declutter – a chance to tidy up your life and raise money at the same time! Go through your belongings for things you don't need any more but someone else might buy. Stick it on ebay, raise some cash for your challenge!

So get started, good luck, and remember the more you do, the easier it becomes!