

# Quick Guide to Getting Started

Fundraising doesn't have to be daunting! We are here to help make fundraising better, easier, and more effective for you. Take a look at the following hints and tips to help get you started!

## 1 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! Make a fundraising diary and break it down into smaller pieces to make it less intimidating.



## 2 Set clear goals

Create a challenging but realistic fundraising goal for yourself. This will allow you to measure your progress and success. Set yourself a goal of one fundraising activity a week. Be realistic about what you can do - don't plan activities for exam week!



## 3 Make the most of the resources

Set up your own donation page using Enthuse - we have shown you how, so make sure you use it. Make the page personal to you and why you are passionate about supporting disadvantaged communities around the world.



## 4 Describe it!

All great fundraising starts with your cause. Share why the cause matters to you, your personal experiences, and the impact of their contributions. Stories can inspire people to give and help them feel more connected to your mission.



Pro Tip:

Use pictures! Images draw people's attention far more than plain text

**Good  
luck!**



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## Share your story

Use your social media platforms to promote your fundraising efforts. You can share your page with friends and family and ask them to share it with others. This can increase your reach and encourage donations from a wider audience. Keep asking, keep people updated, and tell a story.



Pro Tip:

Time your request carefully for when you know people have some cash, such as around pay day

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## Get fundraising

Now, get started. Kickstart yourself with a simple and easy quick wins, and then make sure you keep the momentum going by following up with more events! So get started, good luck, and remember the more you do, the easier it becomes!

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## Send personalised messages

Show appreciation to everyone who donates, whether big or small. Personalised thank-you notes, shout-outs on social media, or small tokens of appreciation can foster goodwill and encourage future support.

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## Track your progress

Monitor your donations to see if you are on track to meet your fundraising goals. This gives you a clear picture of how successful your efforts are and whether adjustments are needed. You can see which fundraising activities are generating the most donations, helping you focus your energy on what works best.



Good  
luck!