



1. Make the ask

Get in touch with supporters, use your newsletter, events and social media to let everyone know that you are looking for fundraisers. Don't be shy - ask anyone that your charity has come into contact with, a service user, local business, friends - they might be up for a challenge!

2. Build your story

Present the issue that your charity addresses so that people can understand the context that you work in. Explain what your community would look like if your organisation did not exist, and what the current stage of your initiative is (what are your targets and what do you want to achieve). Introduce a sense of urgency and be honest about how much you need fundraising to help ensure your continued services.



3. Create a connection

Reflect on what your 'Eureka moment' was - what was it that motivated you to get involved with your charity? Try to ignite that same passion in someone else to inspire them to connect with your cause.

4. Showcase what you do

Give convincing evidence that illustrates the 'return on investment' that a donation can have. Explain what your group has done with funds that you have raised in the past and what impact it created. It's important to show that all funds raised will make a difference!



5. Use case studies

Use stories of the people that have benefited from your organisation to demonstrate your impact and inspire empathy. Using characters - a hero (your charity) and a villain (the challenge) - can be a good way to start. Avoid jargon and aim to create an example people can relate to and understand easily.

6. Have a clear call to action

Make it easy for supporters to get involved - book places at an event like a sport challenge, host your own event or give supporters ideas of how to fundraise - Set up a birthday giving page, have an office swear box, a sponsored fancy dress day at school or a potato eating competition at the pub. Give people a clear plan of what they can do so that it is easy for them to sign up.

