



# Fundraising ideas

We want to make sure you're rewarded for your incredible effort. To kickstart your challenge, we've put together these handy fundraising tips and ideas.

## Kickstarters



### Set a target

Keep yourself motivated with a fundraising goal. If you set a target on your online Giving Page, you can more than double your sponsorship.

### Make the first move

Show potential supporters that you're committed by making a contribution to your own online Giving Page to kick off donations.

### Tell your story

Our most successful fundraisers often have really personal online Giving Pages. Kit yours out with the story of why you've decided to take part, regular updates, photos and a thank you to your lovely donors!



## At work



### Ask your employer

Swimming 20k across the month will make you feel more energised at work. What's your company prepared to donate to their happier and healthier employee? See if they'll make a donation or match the funds you raise.

### Let your colleagues know

Send an email to your work colleagues to let them know you're swimming 20k in June to help fund life-saving research.

**Tip: why not add your online Giving Page link to your email signature?**