

# Fundraising ideas

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

## Kick-starters

### Set a target

Keep yourself motivated with a fundraising goal. If you set a target on your online Giving Page, you can raise 145% more sponsorship.

### Make the first move

Show potential supporters that you're committed and make 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 of course a thank you to your lovely donors!



## At work

### Ask your employer

Increasing the miles you walk 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.

### Virtual collections

Send an email to your work colleagues to let them know you're walking 60 miles with your dog in November to raise money for life-saving research. Remember to include a link to your online Giving Page!



### Team up

Encourage your friends and family to sign up to the challenge too and make fundraising a real team effort.

### Promote yourself online

Share your online Giving Page and official challenge badge across your social media for more engagement.

### Join our Facebook group

Meet other walkers and their furry friends and share top tips and your cutest dog photos to help motivate each other throughout the month. Joining our [Dog Walking Facebook group](#).

