



# Fundraising ideas

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

## Kickstarters



### 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!



### Team up

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

### Promote yourself online

Share your online Giving Page and official challenge badges across your social media for instant results.



### Join our Facebook community

Meet other walkers, share top tips and motivate each other through the month by joining our **Walk 62 Miles Challenge Facebook group**.

## 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.

### Let your colleagues know

Send an email to your work colleagues to let them know you're walking 62 miles in January to help fund life-saving research. **Tip: why not add your online Giving Page link to your email signature?**

