

# FUNDRAISING BOOSTERS

When it comes to hitting your fundraising target, why not think out of the box! Have a look at our top tips for boosting your fundraising to help you hit your target or hopefully even double it!



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 CerebraCharity

 CerebraUK

**CEREBRA**   
Working wonders for children  
with brain conditions

## OUR TOP TIPS

**BUDDY UP** – There is strength in numbers! People in teams regularly raise 10% more.

**DOUBLE UP** – Lots of companies run a matched giving scheme – try asking your local bank or suggest it to your workplace.

**USE YOUR DISTANCE** – If you are completing a distance challenge, encourage your friends to sponsor you by asking them to donate a pound for every mile you complete.

**FANCY DRESS** – Taking part in your challenge in fancy dress is a great way to encourage people to give a little more sponsorship.

**SWEEPSTAKE** – If you are taking part in a race or walk, we have included a 'Guess my finish time' or 'how long it will take to reach the top' sweepstake poster in this pack to help boost your sponsorship.

**COMMUNITY FUNDRAISING BOOSTERS** – Hosting an event for your friends, family, work colleagues, or a small community event in your local area in aid of your challenge or event can be a perfect way to get those pounds rolling in. Check out our A-Z for some fundraising ideas.

**PUBLICITY** – Promoting your event or challenge is key to maximising your fundraising efforts. You need to decide who you are targeting and what you want to convey to them. Engage with your community and tell everybody you know. You will be amazed at how many people will be willing to support you.

Check out a few ways we know work well:

**Social media** – Sharing stories on Facebook, Twitter or other forms of social media is a great way to attract a wider publicity beyond your known contacts, especially if your friends or family share your posts.

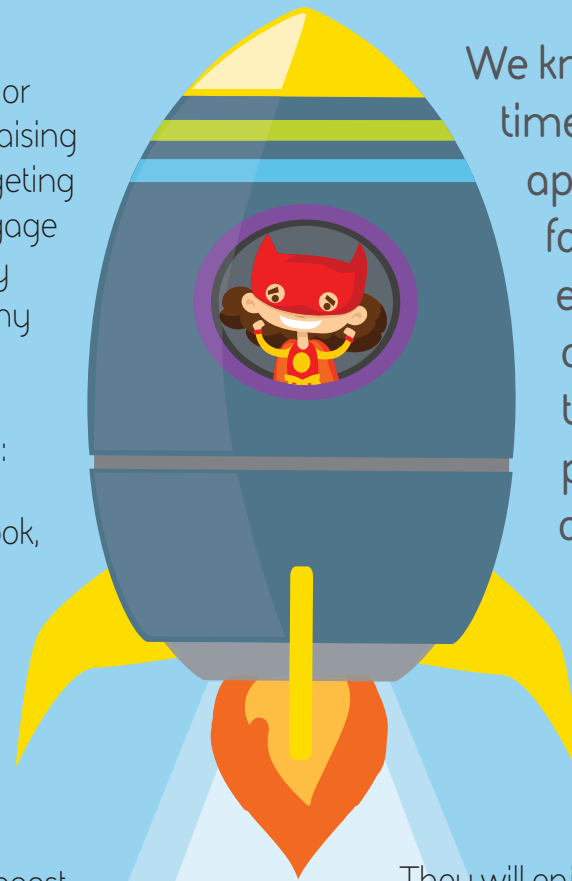
**Local Press and Radio** – Getting local or regional press coverage for your event or challenge will not only help you boost your fundraising efforts, it's also a great way to highlight the work we do at Cerebra.

**IMPORTANT: If you are planning on using this form of media attention, please do get in touch with us for any press release templates or support.**

**Posters or leaflets** – Promote your event through posters or leaflets in your local area. Use out branded Cerebra posters to spread the word of your fundraising or get in touch for something more specific.

**IMPORTANT: Any fundraising materials you use should say: In aid of Cerebra's Registered Charity No. 1089812**

**Be a running advert** – Wearing a Cerebra t-shirt or vest is a great way to spread awareness of our charity. A company or organisation would love to be connected to this sort of publicity. If you offer some advertising space on your outfit in exchange for sponsorship then you can be a running advert for the day and have gained some sponsor money for it too!



We know it can be difficult at times to remember to keep approaching friends and family for sponsorship, especially when it is months down the line. Don't let this put you off there is plenty of ways to spread awareness and funds for us without feeling like a nag!

**1. Updates** – Let supporters know how you are doing, by updating your page often. They will enjoy following your progress and you can even do it through a phone app. If you log activities on a fitness app or social media about any training you have completed or a great run you have done, share this on your fundraising page as well! Runners that posted +3 updates to their page raise on average over £562 more than those who don't.

**2. Target** – Pages with a target set raise 46% more than those that don't. Set your target to a realistic amount so supporters will give that little bit extra to see you hit your target. You can always increase your target if you hit it before the event!

**3. Profile picture** – Those that include a profile picture on average raise £293 more.

**4. Photos** – A supporter will always like to see the preparation and story leading up towards your challenge. Fundraisers who also share pictures on their page raise 14% more per photo. Three or more photos has been recorded to receive on average £617 more. A perfect excuse for a quick #selfie.

## TIPS FOR FUNDRAISING ONLINE

**5. Summary** – £134 on average is raised by those who provide a summary or tell their personal story about why they are choosing to fundraise for us. 20% of donations come in after an event has ended, so make sure you follow up the event with an update about how you did.

**6. Don't be afraid to share** – Sharing on Facebook, social media and WhatsApp raises more. Don't be afraid, people want to hear about the good things you are doing.

**7. Don't forget about email** – There are lots of your friends, colleagues and neighbours who are not on social networks but would love to hear about what you are doing. You can even create a sponsor me badge which appears as a footnote with a link to your page at the bottom of your emails.

**8. Be creative** – Think of interesting ways to get people excited about your fundraising. "If I reach £1,000, I'll take part in the event wearing fancy dress".

**9. Let us know** – Tell us if you have set up a fundraising page and we may be able to give you a shout out and share your page through our social media accounts.

**10. Encourage others** – Convince your friends and family to take part and raise money as well, it can make the experience have a little healthy competition creating some fun and group plans leading up to the event as well.