

Fundraising tips

MEET YOUR TARGET



You have taken on an epic challenge and are ready to help join our fight to beat paralysis. With a little bit of planning, you can meet and exceed your fundraising target.

Taking on a challenge is not easy, so do not be shy about asking friends, family, and workmates to support your fundraising! We know that times are hard at the moment for some, but many will be willing to help, if they can. We hope the following will help give you some ideas, but as always we are here to help!

Getting Started

We ask that you set up a [JustGiving page](#) - a platform most people know and trust.

Make the most of your page by personalising it with photos, updating it regularly and consider making a self-donation to get your fundraising started. This will show others how important fundraising for Spinal Research is to you and how serious you are about your challenge.

Have a plan!

We would suggest breaking down your fundraising into three phases, even if you hit target in phase one we still hope you will continue to raise much more!



Collect
sponsorship
from everyone!

Your fundraising
activity

The final
push!



Collect sponsorship from everyone!

- After making a self-donation, ask your most generous contacts to sponsor you first. People often will mirror one of the early donation amounts.
- Ask EVERYONE you know to sponsor you - even people you haven't seen in years. Share your page on Facebook, LinkedIn and other social media.
- Every time someone sponsors you add a thank you on social media - this gently reminds others you are waiting for their donation!
- Have a donation pot at your place of work and then pay into your fundraising page on a regular basis.
- Keep your social media channels updated with training and prep news so people can see how much work you are putting in.
- Check out [JustGiving fundraising tips](#) for more advice!

Your fundraising activity

You may already know how you will reach your target. The options are endless! but here are a few to consider:

- Host an event at home - cheese and wine evening, coffee morning or barbecue. Invite all your friends and family over to help you smash your target.
- Host an event near you - bake sale, golf day, quiz night - what would people donate for in your area?
- Look for existing local events you could piggyback onto - do local pubs have a quiz night or darts league? or do local clubs have sporting events coming up? Get in touch and ask if they could collect for you!
- Sell, sell, sell - have a clear out at home! Auction items online or have a car boot/drive sale.
- Use your birthday and collect in donations in lieu of cards and presents!
- Involve local schools - ask if they will consider a dress down or pyjama day for students. This is an easy win to go towards your total.
- Involve local businesses - do they want to sponsor a certain peak of the challenge or add their logo to your vest? Can they make a direct donation to your page or gift goods/services to be auctioned by you? Could they have a collection pot for customers to add to?
- Set up a sweepstake for your challenge.
- Ask supermarkets if you can pack bags for the day in exchange for donations. Do this in fancy dress and take some friends with you to help.
- Ask for sponsorship via your local newspaper and radio stations. Or get a mention in local community newsletters. We can help with a press release!

The final push

You should not rely on the final push to reach your target but it's a great way to boost your total!

- Ask for a cheeky second donation from people who have sponsored you already. Encourage this by sharing photos and updates whilst you are on the challenge.
- Check if your employer offers matched funding and apply.
- Do a massive thank you post on social media channels to get in those last few donations.



Abi raised an amazing £8,189.78 to meet her challenge target by organising a tennis tournament and asking people to donate to enter.

However you choose to raise money, we are here to help. Contact us anytime.

community@spinal-research.org



Sue raised an epic £8,514.49 by asking friends and family to donate and organising a raffle.