

#TEAMSPINAL Fundraising Tips

Thank you for joining #TeamSpinal to help join our fight to beat paralysis. With a little bit of planning, you can meet and exceed your fundraising target over the next few months.

You're going to complete an incredible achievement, so make sure you invite your friends, family and workmates to celebrate and support you! Don't be shy about asking - 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 suggest you set up a [JustGiving page](#) - it's a platform most people are familiar with and they are comfortable donating through them. You may also get a £5 donation gifted from them!

Make the most of your page by personalising it, updating it regularly and consider making a self-donation to get your fundraising started. Share in your own words why you've chosen Spinal Research and what the mission means to you. 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 steps - collecting sponsorship, organising a fundraiser and utilising your social media channels.

Collecting Sponsorship

- 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, Instagram, LinkedIn and other social media.
- Create a linktree so people can easily donate from your Instagram page - pop the link in your bio so it's easy to find!
- Every time someone sponsors you add a thank you on social media - this gently reminds others you are waiting for their donation! Facebook albums and Instagram stories (with highlights!) are great way to do this.
- 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 progress so people can see how much work you are putting in.
- Check out [JustGiving fundraising tips](#) for more advice!

Ways to Fundraise for #TeamSpinal

At Home

- wine and cheese evenings
- game nights (video or board games)
- host a club (books/knitting/sewing)
- film night with snacks (great for repeat evenings with different series!)
- watch parties for sporting events
- barbecues/dinner parties
- afternoon tea/coffee morning
- holiday parties
- murder mystery evening

In Your Local Community

- darts tournament
 - football match/5-a-side
 - bake sale
 - book sale
 - quiz night
 - raffle involving local/small businesses
- see if you can get local pubs/cafes/community centres to host for you - you won't know until you ask!

Do It Yourself

- sell clothes on vinted
- have a car boot/garage sale
- do odd jobs for your neighbours
e.g. car washing
- run a face painting stall at the local fair
- online streaming
- sell art/knitting projects/homemade jewellery

Get People Involved

- Give It Up - go sober for October, wear no makeup in May, whatever would be a challenge for you
- Start a sweepstake - let people place bets on your finishing time
- Offer people a way to take part in your run - let them contribute a song to your playlist when they donate

Using Social Media for Fundraising

Be Consistent

Choose a day to post fundraising updates and stick to it - people will want to see how you're doing. You can choose a fun tag like #FundraisingFriday

Tag Us

Tag Spinal Research in your posts - both so we can celebrate you and so people have a chance to get invested in the cause.

Shout Out Your Supporters

Use Instagram Stories or Facebook albums to post a thank you to people who donate - it's a great way to make your supporters feel involved.

Feature Your Fundraising

Use Instagram highlights and Facebook albums to keep your fundraising journey in one place and easy for your supporters to find.

Post Activity Updates

Share your training so your supporters can see how it's going - photos from your runs, Strava screenshots, even the views you see while you're out!

Put a Link in Bio

If you're using Instagram to fundraise, put a link in your bio as it's much easier to click these can copy and paste from posts - it's also the first thing someone sees when they click your profile.

Share Your Story

Why have you chosen Spinal Research? Why should your supporters choose us too? Use the information on our website and our socials to get people invested in the cause.

Get Your Work Involved

Does your employer Match Give? Can you put your fundraiser in your email bio or company newsletter? If you work in hospitality or retail can you put a sign by the tills?

Post Your Achievement

You have four weeks post-event to finish your fundraising - use them! You've achieved something amazing, make sure people know they can still donate!