

# Creating your fundraiser – Handy tips

You've already got great ideas. Here are some tips to help bring them to life:

## ❖ SET A TARGET

Your friends are more likely to give if they know what you are aiming for. It could be an endurance or a monetary target. For inspiration, check out our Must Have Gifts:

[www.worldvision.org.uk/ways-give/buy-gift](http://www.worldvision.org.uk/ways-give/buy-gift)

## ❖ TELL A STORY

Your friends love to know where the money is going. Give me a call if you'd like help with examples, stories and photos.

Charlotte Tipping: **01908 8422417** or **01908 841010**

## ❖ ASK A FEW FRIENDS TO JOIN YOU RIGHT AT THE START

Put more of the FUN into fundraising and do it with friends.

## ❖ PROMOTE YOUR FUNDRAISER

Email everyone in your address book. Create a Facebook event and invite all your contacts. Use our fundraising resources to make posters and fliers for your local area – or to send out much-appreciated physical invitations.

## ❖ MEDIA AND PUBLICITY

Make a big splash and contact your local media. For help with this, get in touch with Cheryl Green or Jacquelyn Udeh in our Media team.

Email: [ukpressoffice@worldvision.org.uk](mailto:ukpressoffice@worldvision.org.uk)

## ❖ CREATE A WORLD VISION JUSTGIVING PAGE

This is so easy with Justgiving. Create your own fundraising page now at:

[www.justgiving.com/worldvisionuk](http://www.justgiving.com/worldvisionuk)

Personalise the page with photos and great (short, endearing) stories to encourage your donors to give. Justgiving can even create a totaliser for you. Then simply share your link. And don't forget to update your page regularly and write a big thank you after the event.

## ❖ NOT A FAN OF ONLINE?

You can download physical sponsorship forms from the fundraising page.

## ❖ JOIN OUR FUNDRAISERS' FACEBOOK GROUP

Share ideas, tips, inspiration and your best (or funniest) photos with a great quote:

[www.facebook.com/groups/WVUK.fundraisers](http://www.facebook.com/groups/WVUK.fundraisers)

## ❖ USE TWITTER

If you tweet, make sure you share all about your fundraiser. Use **#raisinghope**, **#kidsdeservemore**, **#ittakesaworld** and tag us **@WorldVisionUK**.

[www.twitter.com](http://www.twitter.com)

And finally, have fun and remember – you're helping the children who need it most,



Charlotte Tipping