

# Maximise your Fundraising

## Ways to maximise your fundraising and exceed your target

These top 10 tips will help you smash your fundraising target and get your friends, family and colleagues digging deep and donating.

### 1. Set up your Just Giving page to launch and engage

Your page is a great and effortless way for your friends and family to donate and keep updated with your fundraising journey. Remember to say why you have chosen to help Gympanzees and add some details and images from our website.

### 2. Set yourself a fundraising target

Setting a target helps you get up to 45% more donations - aim high. If you start to near your original target, do not stop, and aim even higher! Let people know how the money raised can help Gympanzees work, get our fundraising pack on the website.

### 3. Get the ball rolling

Be the first to donate to your own fundraising or invite someone who can give generously first. It shows your friends and family that you are taking your fundraising seriously and you have great support. It also creates a benchmark for other to follow if they can. It is also important that you encourage small donations from friends who are financially struggling, having a £1 donation is better than not having any. Be sensitive to others who cannot give at this time.

### 4. Share your page - everywhere

Once your page is set up, share it far and wide! Facebook, Twitter, Instagram, and LinkedIn and TikTok are wonderful places to start asking for donations and remember to tag Gympanzees. Do not forget about emails, WhatsApp, and texts too.

### 5. Its better together

Fundraising is easier if you work as a team! Invite friends, family, and colleagues to join you. Also think about how you can add to your target through match funding at work or through a bank near you. Many have match funding schemes you can apply to.

### 6. Tell a story - make it real

Think about adding personal and Gympanzees content in your communications, there are plenty on our website to choose from.

## 7. Get creative

Can you think of fun ways to boost your fundraising? You could put on a bake sale or promise to wear fancy dress when you reach your target! You could also book a bucket collection at a local supermarket, go on local radio, and approach your newspaper to tell your story. You could also schedule your fundraising around a special occasion and ask your networks to donate in lieu of gifts or flowers etc. Place collecting tins in your local shops. Organise a bucket collection at your local supermarket, and don't forget to approach your business or your bank to ask for match funding opportunities.

## 8. Share your page again

Remember to tell people in person about your fundraising too! Spread the word at your workplace, gym, the club you are a member at, or even your children's school – the list is endless. Also, ask your network to re-share, retweet and pass it on to their contacts on your behalf.

## 9. Say thank you

This one is a biggie! Say thank you to all the generous people who have donated and let them know how much you have raised. A lovely touch is to include a video recording of yourself thanking them and share it through your lines of communication.

## 10. Keep asking, even after your fundraising event has taken place

Friends and family might have forgotten to donate to your page so give them a gentle nudge reminding them to donate. Or they may be waiting for payday, however, if someone has indicated they cannot afford to donate at this time, please respect their decision, they may be struggling financially and don't want to tell you.

## 11. Finally celebrate

Take sometime to celebrate your successful fundraising efforts, every penny you raise for Gympanzees will be invested in supporting the 66,000 disabled children and young people within an hour's drive of Bristol.

## Got a question?

If you need any additional support, our team are on hand to advise you. Please email [info@gympanzees.org](mailto:info@gympanzees.org). We also have resources available that can help, including a fundraising pack, sponsor form, merchandise, and templates.