

# Our top 10 tips for event fundraising



## 1 Ask everyone!

Family, friends and colleagues are your first port of call, but what about business associates in other companies, friends of friends?

! **Top tip:** Sharing your fundraising page with friends and family on **Whatsapp** has been shown to generate the most donations.

Facebook and Instagram are also great ways of contacting people, thanking them and keeping them up to date with your progress.

## 2 Start early...

...and start with those who can give you the most – this will get your fundraising off to a really good start and encourage other people to give generously.

! **Top tip:** an early donation on your page, even from yourself, has been shown to increase your final total

## 3 Make a plan

Plan how you will reach your fundraising target and break it down into manageable chunks. Often this will involve a combination of donations from friends and family and fundraising events such as those suggested in the fundraising A-Z.

## 4 Make it easy

Using a giving platform such as [Just Giving](#) is a very easy and effective way to fundraise. You can email a link to colleagues, share with friends and family, and they can give online at the touch of a button. You can also encourage people to visit your giving page by using social media. Research suggests that people are considerably more generous making a donation online than when they do it on paper, giving an average of £27 online as opposed to £7.50 on paper!

## 5 Ask your employer to match what you raise from sponsorship

Many companies are willing to match their employee's efforts. They may match the sponsorship you raise up to a pre-determined maximum amount.

- 6 Explain who Emmaus are and why YOU are raising money for us!**  
If people can see the difference they will make, they will be inspired to give generously. Do you have a personal connection to Emmaus? Get in touch for more information about Emmaus and companion stories which explain how they have been helped by living in Emmaus communities.
- 7 Give it the personal touch**  
Update your fundraising page regularly with news of your progress, tell people about your training regime, what are you finding difficult. Again, social networking sites are great ways to do this and to encourage people to visit your giving page - #getfundraising!
- 8 Get your friends and family involved**  
See if your friends or family would be prepared to fundraise on your behalf. This can really broaden the net of people who might sponsor you. Think about whether anyone you know may be prepared to help by donating a venue for a fundraising event; offering a skill in return for donations (cooking, gardening, teaching, DIY etc.); or giving gifts or prizes for car-boot sales, raffles or auctions. You might be surprised by who wants to help!
- 9 Try to get donations not pledges**  
This way you will only have to ask for money once, rather than asking for a pledge and then following it up later.
- 10 Chase people up... (Then chase again...)**  
As the big day approaches, remind those people who haven't yet sponsored you that they still can. Even after the event it's not too late to get in a few last minute donations.
  - ! Top tip:** And finally... don't forget to thank all those who donate, or who give their time, gifts or prizes to help you fundraise.

For further help or advice, please contact the team on:  
[fundraising@emmaus.org.uk](mailto:fundraising@emmaus.org.uk) or call 0300 303 7555

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