

# WALKING TOGETHER FUNDRAISING TOP TIPS



## 1. Personalisation is powerful!

Personalising your JustGiving page will help you raise even more! Here are a couple of quick wins to help you make the most of your JustGiving page to tell your family, friends and colleagues about the incredible walk you are taking on.

- **Add a photo**  
An easy win as pages with a photo raise around 14% more!
- **Add a description**  
Tell people why you are taking on Walking Together, they'll be even more inspired to sponsor you.
- **Set your target**  
Aim high and people will want to help you reach the target. On average, pages with targets raise 46% more!
- **Update your page**  
Keeping your family and friends updated with your walk can help raise even more — just one update can lead to an 8% increase in donations! You could let people know how your walk planning is coming along, share fundraising milestones and pictures, and thank your supporters.

If you haven't set up your page yet, you can kickstart your fundraising now by setting up your Walking Together JustGiving page [here](#).

## 2. Celebrate your milestones

Sharing your JustGiving page with family, friends and colleagues on social media and via email will help you to boost your fundraising. Keep everyone updated on how your fundraising is going and do a countdown for your walk date — they'll be really impressed when you smash fundraising milestones and will be inspired to donate to help you reach your fundraising target.

We've got lots of fun images on our resources page [here](#) for you to download and share on your social media pages to mark and celebrate your amazing walk and fundraising milestones, e.g. when you've raised your first £120.



## 3. Spread the word

Tell everyone about the incredible walk and fundraising you are doing by:

- Posting updates with your JustGiving page on social media.
- Adding your JustGiving page to your email signature.
- Get in your work newsletter or email updates — tell your colleagues about your amazing challenge. Why not send an update and ask for donations around pay day to get an extra boost in donations.
- Local newspapers are always keen to share stories and love hearing about the amazing things that incredible people like you are doing in your local area. Simply follow the instructions in the press release to get in touch with and share your amazing story with your local press.

## 4. Step Count Sweepstake

A fun way to boost your fundraising is to ask your friends, family or colleagues to guess how many steps you'll take on your walk in return for a donation.

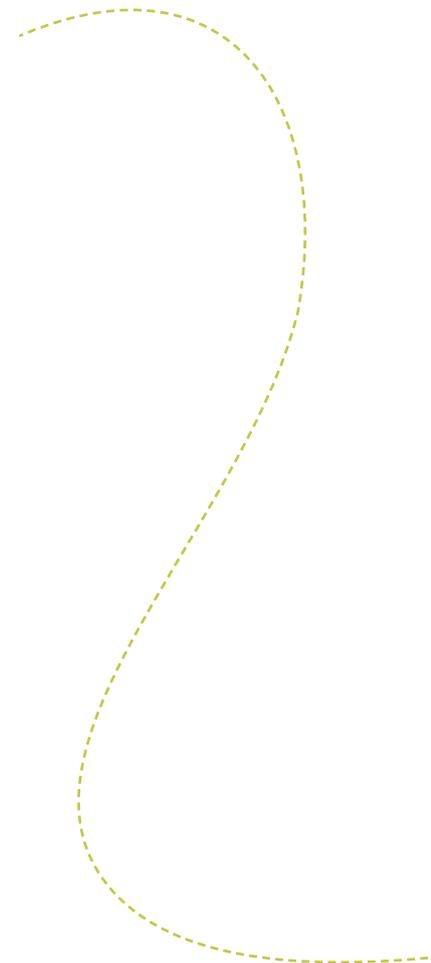
Record how many steps you take on your walk using a pedometer, smart watch or your phone. Take a photo or screen shot to prove your steps and give a prize to the person who guessed the closest to your step count!

We've got a handy sweepstake poster with easy instructions for you [here](#).

## 5. Fundraise around your challenge

Here are some extra ways to help you boost your fundraising even more:

- **Fancy Dress Milestone**  
Take on your walk in fancy dress to help you reach a fundraising milestone, e.g. £250. Encourage extra donations by saying you will take on your walk in, e.g. a banana costume or tutu, if you hit your milestone.
- **Set up a walking playlist for donations**  
Taking on your walk by yourself? Why not ask people to make a donation, e.g. £2 along with a song choice for you to add to a playlist to keep you motivated whilst you take on every step.
- **Get sponsored for every mile you walk**  
You may have chosen your route or distance for a special reason, e.g. to mark an anniversary. If you are taking on a walk, e.g. 10 miles to mark 10 years since you had your transplant, you could ask people to sponsor you for every mile you walk.
- **Set group targets**  
If taking part in Walking Together with friends, family or colleagues, you could set everyone an individual fundraising target. The more people raising and spreading the word with their networks, the more you'll raise.



## 6. Virtual Fundraising Ideas

We've got some great fundraising ideas you can do in the comfort of your own house:

- **Virtual classes**

Fundraise around one of your skills or hobbies e.g yoga, language, baking or dancing. Host a zoom, houseparty or google hangouts session or class in return for donations.

- **Sales of items**

Get crafty and sell items to your friends and family or on Etsy for donations. Or you could do a clear out and sell any unwanted items on platforms like Depop or Ebay and put sales towards your fundraising.

- **Virtual Raffle**

Ask family, friends and colleagues to enter a raffle, for a suggested donation, e.g. £2. Get a prize together and either send it out to the winner or hold back as IOU for when you can give in person. For more guidance around holding a raffle, take a look at the Fundraising Regulator guidelines [here](#) and the Gambling Commission quick guide [here](#).

- **Virtual Quiz**

Stay connected with family and friends, or do some team bonding at work by hosting your own virtual quiz. We've got a ready made [quiz pack](#) and [step-by-step guide](#) to make it even easier. You can hold a fabulous Big Virtual Quiz to raise vital funds towards your Walking Together fundraising, all from the comfort of your home!

