

Gingerbread*

**Gingerbread's
top tips for
adrenaline-filled
fundraising!**





Gingerbread's top tips to make a big impact

Not sure where to start?

- Opt for something physically or mentally intense, e.g. skydiving, ultramarathon, Ironman, Arctic trek
- The more daring and out-of-the-ordinary, the more attention it will get!
- Gingerbread's website has a list of challenges to choose from

Once you've picked your challenge...

1. Tell a powerful story

- Be clear about why you're doing the challenge
- Use emotional appeal to connect deeply with potential donors. People give to people.

2. Build a strong online presence

- Launch a JustGiving fundraising page - head to www.justgiving.org.uk/gingerbread
- Post regular updates, training footage and countdowns on your social media channels along with a link to your fundraising page

3. Set milestones and mini targets

- Breakdown your fundraising goal into stages
- Celebrate on your social media channels and fundraising page when each one is hit to encourage more donations
- Consider adding "stretch goals" with added challenges (for example, you'll wear a fancy dress costume if you hit £X by date Y)

4. Hold build-up events

- Organise mini fundraising events before the main challenge, for example quiz nights, bake sales, mini runs to attract new supporters and bring in additional funds

5. Run a fundraiser related to your challenge

- Doing a marathon? Start a betting pool to guess your finishing time. Doing a Tough Mudder? Set up a simple obstacle course in your back garden and charge friends and family to have a go. It will help to raise money and reminds people of the amazing challenge you'll be completing!

6. Share updates on your training

- If you're using JustGiving, you can update your fundraising page with comments and images. Remember to share your page on your social media channels whenever you add something new!

7. The big day

- Depending on the length of your challenge, and if you have time, share your photos and thoughts on your fundraising page and/or social media channels throughout the day. Otherwise, you can upload them after you've recovered from crossing the finishing line.

8. Post-event

- Fundraising research shows that 20% of your sponsorship will happen in the two weeks after your event. Once you've completed your challenge don't stop sharing your page. Tell people how it went and why you did it. Most of all, say it loud and say it proud!