



TOP FUNDRAISING TIPS

Thank you so much for choosing to support Spread a Smile. We're so happy to have you as part of Team Smile. We would be delighted to discuss your fundraising plans and we're always keen to help sprinkle some Spread a Smile magic wherever we can, so please do get in touch. In the meantime, below are a few top tips and tricks for your fundraising.

Did you know that it takes an average of only five donations to reach your fundraising target? Setting a personal fundraising goal is a really good way of helping you to stay motivated. Remember that every pound counts (and people are often more generous than you think), so aim high! Below are some tried and tested tips that we know will help you reach your fundraising goal.

If you have any questions please don't hesitate to get in touch with us. We're here for you every step of the way.

- **Personalise your page** - people connect best with your cause when they understand why your fundraising is so important to you. So don't forget to include a picture and tell everyone why you're passionate about supporting Spread a Smile
- **Make the first donation** - this is a great way of showing your family, friends and colleagues that you are serious about making a difference. It also sets a suggested donation amount for others to match - or even go beyond
- **Email, text, write** - family and friends will want to sponsor you but they have to be asked in order to do so! Sending individual messages, emails and letters is a lovely way to share the link to your fundraising page and ask for sponsorship. Do remind any stragglers by sending another message closer to your event date
- **Share updates** - uploading fun photos and stories with your progress on social media has proven to be a very successful fundraising technique
- **Hold an event at work or in your local community** - get creative and put on an event for people to enjoy. Some of our most popular events include bake sales, quiz nights, BBQs and dress up days. Have fun with it and see below for fundraising ideas!
- **Get your boss to chip in** - most organisations love to see their employees doing something amazing for their community, so check if your workplace has a fund-matching scheme

Have a look at the next page for some simple fundraising ideas and don't forget that you can get in touch with us at any time if you want to chat about your plans and ask for promotional materials.



TEN FUNDRAISING IDEAS

Fundraising can be as simple or elaborate as you want it to be. We've also included some virtual fundraising ideas at the top of the list. But do have a look at our full list of virtual fundraising ideas for more inspiration. If you have any questions please don't hesitate to get in touch with us.

Donate your commute: while you're not commuting why not donate the money that you're saving?

Cake drop: why not offer your baking services to local friends and family. They place their order, make a donation and you drop it on their doorstep

Quiz night: organise a fun themed quiz and dress up as a Spread a Smile fairy or magician to host the quiz. Suggested a minimum donation for households to take part

Get your pets involved: whether it's doing a sponsored walk with your dog or teaching your dog to master an obstacle course, why not raise money with your furry friends

Yes, yes, yes!: this is particularly fun at work (especially if you can get your boss involved). Take on a 'yes day' challenge where fundraisers have to say 'yes' to everything in exchange for donations.

Sponsored silence: one for all the class and the perfect fundraising idea for a group of chatterboxes. Set yourself a task that would usually require verbal collaboration to complete and try and stay silent throughout, using just sign language to communicate. Whoever breaks the silence pays the forfeit

Donate your gifts: why not ask friends to make a donation to Spread a Smile instead of giving you birthday, anniversary or wedding gifts. Spreading smiles is a lovely way to celebrate a special occasion and can be directly matched with a Smile party for a seriously ill child

£5 lunch: cook up a delicious meal and charge your co-workers £5 for a fresh, home-cooked lunch

Get creative: make a commitment to your donors to do something a little out of the ordinary if/when you meet your fundraising goal. This could be anything from performing a song dressed up as a Spread a Smile entertainer to your choice of outfit in a challenge event

