



AMMF SUMMER 20 CHALLENGE TOOL KIT

Thank you for supporting **AMMF** by taking on the **Summer 20 Challenge!**

We've put together some hints and tips to help you spread awareness of your challenge amongst your friends, family and colleagues, and to get your fundraising off to a flying start.

GETTING STARTED

- **Decide what your '20' Challenge will be** – And if you need inspiration, [click here](#)
- **Set up a fundraising page** – For information on how to do this, [click here](#)
- **Let everyone know what you are doing and why**
 - Social media** – See hints, tips and templates below
 - Emails** – See hints, tips and email templates below
- **Share your story and photos with AMMF** – Let us know what you have done or are doing, and we'll share on AMMF's social media pages – to inspire others!

SOCIAL MEDIA

Tips for a successful social media post:

- **ALWAYS** include the link to your fundraising page.
- Keep it brief, if it's too long your audience will stop reading!
- If you have an event planned, give the details and dates, if applicable.
- Mention the charity name, add the hashtag **#charityAMMF** and also use **#Summer20Challenge**
- Add a photo, of yourself or who you are raising money in support of or in memory of.
- If you really want to get attention for your fundraising, a brief video (90 secs max.) of yourself explaining your challenge and why you doing it, will definitely widen your audience.

Templates for social media posts

Putting out a post on social media can be daunting. Below are some examples of the text you could use which you can edit to suit your purpose, but don't forget to add a photo or video.

For Twitter:

AMMF is a charity that means a great deal to me. Please consider donating to my fundraising page and help raise funds for **#cholangiocarcinoma research**. *Remember to add your page link.*

For Facebook or Instagram:

I am fundraising for AMMF in support of /in memory of **[ADD NAME]**. Please help me raise funds for vital **#cholangiocarcinoma** research by donating to my fundraising page. *Remember to add your page link.*

I am fundraising for AMMF, by **[EVENT NAME/FUNDRAISING IDEAS]**. I have set myself a goal of **[£XXX]** and need your help to get there! Please consider supporting my fundraising, as all funds go towards vital **#cholangiocarcinoma** research. *Remember to add your page link.*

If you choose to make a video to go with your social media post, here's a sample script you can adapt/expand to best explain your fundraiser:

"Hi, it's [INSERT NAME] here. I am supporting AMMF to help raise vital funds for cholangiocarcinoma research because [EXPLAIN WHY YOU ARE SUPPORTING THE CHARITY] or [THE EVENT YOU HAVE PLANNED]. I would be delighted if you could please support me by donating to my fundraising page at [FUNDRAISING PAGE DETAILS]."

EMAILS

As well as using social media, email is a great way to reach all your friends, family and colleagues to let them know about your fundraiser.

Tips for a writing an effective email

- Keep it brief and to the point to ensure your message is read.
- It is important to state why you are fundraising.
- Remember to include the links to your fundraising page.
- Your potential supporter may want to find out more about charity you are supporting, so remember to include the link to AMMF's website, www.ammf.org.uk

Email Templates

A brief email should hold your reader's attention. Below is a sample of text you could use or adapt.

Dear [NAME],

I am contacting you to ask for your support. I will be taking on a fundraising challenge to support AMMF, a charity that is very important to me because [EXPLAIN WHY]. On [DATE] I will be [DETAILS OF FUNDRAISING/EVENT] and have set a fundraising target of [£XXX].

I would ask you to please consider supporting my fundraising. AMMF is the UK's only cholangiocarcinoma (bile duct cancer) charity and, with the incidence of this devastating cancer increasing year on year and the age of those affected becoming lower, they are dedicated to raising awareness, providing information to those who need it, and supporting specialised research teams in their work on this ruthless and devastating disease.

To make a donation, please visit my fundraising page at [www.\(your page link here\)](http://www.(your page link here)). If you would like to find out more about AMMF and the work they support, visit www.ammf.org.uk.

Thank you for taking the time to read about my fundraising. I would truly appreciate your support. If you have any questions or want some more information, please contact me.

Yours sincerely...

Even if you are not comfortable about writing a full request for support, you could still include a brief sentence and link to your fundraising page within the signature of your email, like this example:

Yours sincerely
John Smith

Please help me raise funds for AMMF and donate to my JustGiving page at [www.\(your page link here\)](http://www.(your page link here))

Or

I am taking part in AMMF's Summer 20 Challenge! Please sponsor me at [www.\(your page link here\)](http://www.(your page link here))

We hope this information has been useful, but if you need any further help, please email the AMMF fundraising team at fundraising@ammf.org.uk who are always ready to advise!