

Fundraising Top Tips

Once you've chosen your fundraiser, it's time to start organising! Decide how much money you want to raise and how big you would like your event to be.

If you're planning a big event, get your family, friends, neighbours and colleagues involved. Together you'll be surprised at how much you can all achieve.

Remember, we're here to help!



Contact us:

Let us know that you are taking part in a challenge and raising money for us. We are **truly grateful** for your support and want to offer the best advice and assistance we can to make your event as successful as possible.

To get in touch with the fundraising team, please email fundraising@ammf.org.uk.



Set up an Online Fundraising Page:

Fundraising pages such as **JustGiving**, enable you to fundraise quickly and simply, with the money raised going directly to AMMF. Ask your donors to **add Gift Aid** to their donations, raising your total even more!

giftaid it
Make your gift
go even further



Use social media:

Share your story on social media – people love to hear good news stories. It's a great way to spread the word about taking part in a fundraising challenge. Also, send out an email to your contacts too, just to make sure you don't miss anyone out. Don't forget to tag **team_ammf**.



Tell your story:

Let people know why you are fundraising, who you are fundraising for and why it's important to you. Informing people of where the money raised will go will make them more likely to donate.



Hold a charity event:

Get creative! Why not hold a charity event to raise extra funds? Organise a bake sale, dress down day or pub quiz and **get everyone involved!**



Get support from your workplace:

This might include sharing your story in weekly **newsletters**, on a **staff notice board** or in your **email signature**. Your workplace may even want to match your fundraising total – which is a great way of doubling your sponsorship quickly.



Keep people updated:

Keep your friends, family and AMMF **updated** on how your fundraising or training is going in the lead up to your challenge, and how far off your fundraising target you are. And if you reach your target before your event, why not raise it! Once you have completed your challenge let everyone know how it went.



Share it:

Don't forget to send AMMF your pictures, **we love to see and share our fundraisers' photos** and there's always time for some last-minute donations!



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