



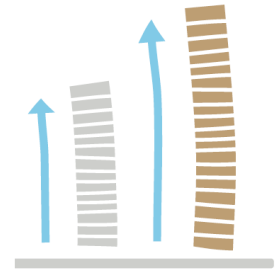
9 steps to fundraising success

If you have any other ideas we would love to hear them, do get in touch.

✉ events@cats.org.uk ☎ 01825 741 960

1. Add your total fundraising target to your fundraising page

But set a smaller goal of reaching 50% by a set date and give yourself a reward when you hit that milestone.



2. Be the first to donate

Get the ball rolling and donate to your page, the first donation dictates what others give so go big and reap the rewards later.

3. Make a public commitment

Share your page on social media, write it on your office noticeboard, put it in your family WhatsApp group. Go one further and ask a friend to be your accountability buddy, this is someone willing to keep you on track and give you help and advice.

4. Brainstorm three fundraising ideas

Think of three fundraising ideas that you would enjoy organising and taking part in. Three popular ideas are a pub quiz, a bucket collection at your local supermarket and a charity cinema night.



5. Make giving feel good

Flattery will get you everywhere, so think about making your sponsors feel good. Screenshot their donation and share this in your Instagram stories and your Facebook page anywhere socially. If you show your networks who has donated to you, those who haven't will feel they should!



6. Tell your story

Short videos are more likely to grab people's attention than a regular ask. So tell your story and why you're doing this. Short videos are more effective aim for no longer than 30 seconds. Also do thank you videos when someone has donated to your page, they will feel so special and this could encourage others to donate.

7. Reward yourself

Remember you said you'd treat yourself when you reach 50% of your overall target. Do something you like to do or buy yourself something after all you deserve it.



8. Take stock

Take a little time out to take stock of where you are and how far you've come. Figure out what worked best and replicate that going forwards.

9. Remember your tools

JustGiving create your page, click [here](#) for guidance.



Facebook fundraiser – use Facebook to raise sponsorship alongside JustGiving. Click [here](#) for a full how-to guide.



Family and friends – recruit those close to you to help you fundraise not just sponsor you. Ask them to take cakes into their place of work, or share your page with their networks.