

# How to promote your fundraiser



**Cats**  
PROTECTION

Choosing to fundraise your way, also known as do-it-yourself (DIY) fundraising, means you organise the activity yourself, deciding exactly how you want to champion the cause and raise money to make a better life for cats. Fundraising your way is flexible and creative, and means you can use your passions, hobbies and interests for good.

If you are still deciding how to fundraise, head over to our [fundraising ideas page](#) for some inspiration.

Once you have decided what your fundraiser will be, it's time to begin promoting it. We have shared some ideas below on how to drum up interest, engagement and, most importantly, donations towards your fundraising goal.

# Information to include in your promotion

## What?

Explain clearly what your fundraiser is, that it is raising money for Cats Protection, and include your donation goal.

## Who?

Build a personal connection by telling people who you are and what your motivation for fundraising is. Did you adopt a special cat from Cats Protection or do you simply have a cat in your life inspiring your fundraising activity? Include photos, fun facts and stories about you and your cat or a past cat who has brought you joy.



## Why?

Make sure people know all about the difference your activity will make. As a charity, we rely solely on the generosity and kindness of public donations to enable us to go on caring for cats and kittens. Did you know...?

**£3** could buy blankets to keep cats cosy while they recover from surgery

**£10** will feed a cat in our care for 40 days

**£30** could provide a cat with their first vaccination and veterinary exam

**£50** could help provide life-saving medical treatment for a cat in our care

If you want to make it even more enticing for people to donate, you can offer incentives like special perks or recognition for top fundraisers or donors to encourage people to get involved. If you're hosting a competitive event, why not up the excitement and reward your winners? Local businesses are often happy to show their support and donate prizes.



## When?

Be clear about when the fundraiser is taking place and how long people have to donate. Create a countdown to the event as an opportunity to remind people about your fundraiser and ask for last-minute donations or sign-ups.

## How?

Always make sure any promotional materials explain how someone can sign up for your event or donate to your fundraiser. We have lots of templates that you can use.

Now you have the content, we've listed some top tips below for places to share this...



# Where to promote

## Social media

We have a number of pre-made social media resources you can share on your various social media accounts (such as Facebook, Instagram, X (Twitter), LinkedIn). Find and use relevant hashtags to reach wider audiences.

In addition to these static social media posts and story posts, you could:

- create a short video explaining what you are doing and why and upload it to Instagram or TikTok
- run an Instagram or Facebook live event explaining what you are doing and the impact it will have on cats and kittens
- join a local community group on Facebook such as ‘Local Events’ and post about your fundraiser to the group members
- create a Facebook event page so that people can register for the fundraiser and receive updates, including a countdown and reminder posts

## Print

- Contact your local newspaper to see if they will feature your fundraising event
- Create flyers and post these through letterboxes in your local area
- Create posters and ask at local supermarkets, vets or any other notice boards if you can display these
- Incorporate QR codes linking people to the event page or donation page

## Network

- Mention your fundraiser when you see friends and family or send a text message to anyone in your contacts you think may be interested in supporting you
- Contact your local radio stations to see if they will promote your fundraising event on one of their segments. Many radio stations have contact email addresses on their website which differ regionally
- Ask if anyone you know has a large online following or runs their own website and would be willing to promote your fundraiser

The key to effective promotion is to share details of your fundraiser early and regularly, to build connections and excitement, as well as allow plenty of time for sign-ups or donations to be made.

# Thank you for joining us in making a better life for cats.

We hope these tips are useful, but if you've got any other questions about promotion, or general fundraising or events, please get in touch by emailing [fundraiseyourway@cats.org.uk](mailto:fundraiseyourway@cats.org.uk) or call 01825 741 980.



Cats Protection is a registered charity 203644 (England and Wales), SC037711 (Scotland) and is listed as a Section 167 institution by the Charity Commission of Northern Ireland. | DCF\_2159