

Elizabeth's top three Guy's Urban Challenge fundraising tips



#1

1) Firstly, make the 'ask' personal. There's nothing worse than an "I'm raising money for this, by doing that so give me money" email. Say why the cause is important to you and the difference your supporters' money will make.

I found out that you could buy approximately 500 bricks for £500 pounds, so I joked to some of my supporters, how about we pay for a wall? If you want your supporters to take time to give, then take the time to send an email that is more than just a one-line ask.

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#2

2. Secondly, publicly acknowledge each donation, and again, make it personal.

When a friend of mine said she hoped I would be dancing up the stairs of Guy's Hospital for the Urban Challenge, I thanked her on her Facebook page and responded to the "dancing" joke.

Each public thank you on Facebook always led to another donation coming through, so it was worth taking the time.



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#3



3. Finally, make sure your supporters know that they are part of the challenge and part of your team.

How did I do that? My lovely friend Mark Butcher designed a t-shirt with an image of my dear friend Vonnie (who I was doing Urban Challenge in memory of) on the front.

On the back, I painstakingly cut and pasted the name and message of everyone that donated to my fundraising page. I posted the image of the t-shirt on Facebook (tagging all my supporters) and they loved it.