

Fundraising Tips

If you haven't done so yet, set up a [JustGiving page](#) so that your friends and family can donate easily and we can collect Gift Aid. Plus, it's totally secure and the money comes straight to the British Red Cross. You may have already set up an online page while registering for the Wonderful Walk of Kindness. If so, you don't need to do anything else except spread the word to your family and friends. If not, and you want more information, simply go to justgiving.com/campaign/WWOK.



Make the first donation to your page! Sometimes it's daunting being the first sponsor...break the ice by being the first to donate to your own page! The self-donation amount you choose will set a good guideline to others, who may follow your example and donate a similar amount.



Email friends and family the week before including the link to your JustGiving page – plus a reminder on the morning of your event.



Personalise your JustGiving page. Add a photo of yourself, your walking group and a message explaining why you are taking part in the Wonderful Walk of Kindness. This makes your page eye-catching and more interesting to read. If you're a fundraising superstar and close to reaching your target, then increase it! A higher target will encourage more people to sponsor you.



Post fundraising updates on social media to keep your friends and family engaged. It will also remind your pending pledgers to donate and will help you get support from your wider network. Don't forget to mention [@BritishRedCross](#) and [#PowerofKindness](#) – we love to see your tweets and posts!

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Add your JustGiving link to your email signature. This is an easy way to spread the word about your amazing walk and the act of kindness you'll deliver along the way.



Thanking your donors is really important. Leave a message in the story section on your JustGiving page, tweet a thank you, or send a thank you email.



Sponsor my fancy dress outfit. You can do this in lots of different ways. You could hold an auction where the highest bidder decides what fancy dress outfit you'll wear for the walk, or maybe the first person to donate £50 can choose a theme for your walking group.



Matched giving. Lots of companies run schemes where they match or even double the amount of money an employee raises for charity. It's worth asking if your employer has a scheme like this. Remind them that it's tax-efficient for them and it benefits the British Red Cross – it's a win-win situation!



Start spreading the word and let your local press know what you're up to on your walk – everyone loves to read about local, feel-good news!



Be patient and persistent. It often takes more than one round of asks to reach your target. You know what it's like: people mean to donate, but sometimes they don't quite get around to it on the first request.