



## Threshold Sports Fundraising Tips.

We are very excited to have so many wonderful charities signed up to our events! We want all participants to maximise their fundraising for their charities – so please have a look at our Fundraising Tips and Advice below!

### **Set a fundraising target.**

Pages that have a fundraising target tend to raise more money, set a high target and you will be likely to fundraise more!

Share your fundraising story with pictures and videos.

When you set up your page, you will be prompted to write a description of why you are fundraising and any personal goals you have in your training. By sharing your story, you can increase your fundraising by up to 65%!

If you include images on your page, you can increase fundraising by up to 13% per photo! We recommend showing photos related to your cause, from your training or anything you think could work, get creative with it!

### **Share to social media.**

The more social channels you share your page on, the more people you will reach! We think what you are doing for your charity is incredible and should be shared. We do also recommend you also share your page via message and email – so you can also involve people who do not use social media.

Once you have shared your page on social media, encourage your friends and family to share your page around – and be sure to keep your followers updated on your training.

### **Or, go old school!**

Alongside social media, you want to get out the word of what you are doing and why in any way possible – you could print out posters and put them in community spots such as your gym or workplace. You can get a lot of fundraising this way!

### **Piggyback off social events.**

Whether it's quizzes, film nights or a party, including a fundraising element can encourage people to give to your cause.

### **Use fitness apps.**

You have the chance of raising up to 111% more if you connect to apps like Strava or Fitbit, as this allows your supporters to keep track of your progress. This will allow your supporters to have an in-depth look into your journey – and allows you to see your progress and be proud of your achievements!

### **Self admin.**

Do not forget to update your page regularly! We recommend you say thank you to all your supporters to keep them engaged.

If you donate to your page yourself initially, you could raise up to 84% more!

It is also important to remember 20% of donations come in after the event – so do not stop shouting about your achievements after the event is over!

Finally, be sure to keep your charity updated on how it is going! They will be happy to hear how your fundraising journey is going.