

How to promote your fundraising event

So, you've decided on an event or a challenge, confirmed a day, roped in your friends and family to help, now what?

You need to tell people about it, especially if it is a community event open to all. The more people who attend an event, the more funds you will raise. So, just in case you need some inspiration, here are a few ideas to maximise your opportunity:

Local

- Download our posters from www.ptes.org/community, print them out, fill in the details and put them up wherever you can get permission to do so.
- Tell your neighbours, local shop keepers, anyone who will listen so they can spread the word
- Several high street shops, such as Starbucks and Sainsburys Local offer space on a community notice board to promote local activities.

Online

- Facebook and Twitter et cetera are great ways to get your message out there. Post the details of your event or challenge and ask followers and friends to retweet and share.
- If you set up a JustGiving or Virgin Money Giving page you can link to it directly on a post or email, increasing your chance of a donation.
- Make your online giving page as inspirational as possible and link to the PTES page so your supporters can see where their donations are going.
- Don't be shy - email your colleagues and share on online networks - you may have a secret millionaire hidden in your social circle.
- Send around 'Save the Date' invitations in plenty of time so your friends have no excuse to miss (or back) out
- Tell us about your event or challenge so we can post it on our Facebook page and rally even more support.

Text to Donate

If you get the chance, you can increase donations by offering the text donation option to your guests/supporters. Just download and print the poster which you can find at www.ptes.org/community and display it wherever possible.

Don't forget

Send us some photos of your event or challenge and we will put them on Facebook, and they might even feature in our magazine! If you have any questions or need some further support then please contact Hannah on hannah.stockwell@ptes.org.

