



TIPS FOR FUNDRAISING

The easiest way to raise funds and hit your target is to create a fundraising page. Here are our top tips to help you smash your target:

Be the first to donate

Making a small donation to your page shows your friends and family you're taking it seriously. Fundraisers who self-donate raise around 20% more.

Personalise your fundraising page

Tell your story and upload a photo. You're challenging yourself, so let people know how much effort you're putting in and show your donors the impact of how their donation helps to save our world. Fundraising pages that have a story and photos raise more on average.

Share your fundraising page

Ask those closest to you for a donation to your challenge, no matter how big or small every pound makes a difference. Remember, the more you share and appear in someone's feed...

Social Media

Remember to use the #BigWinterWander and share pictures of you on your wander on all of your social platforms. Facebook, Instagram and X are a great place to start. Remember, the more you share and appear in someone's feed the more people will see your event.

Sponsor a KM

Ask everyone to donate per km you're walking. We provide digital km badges that you can post on your fundraising page and social media, to make your donors feel more involved with your challenge.

Match Funding

Ask your employer if they have a match funding policy. One quick conversation could help double the money you raise!