



Our Fundraising Tips

Telling your story: both on and offline is really important. You cannot underestimate the power of simply asking someone personally to support you and to support Dementia Carers Count. Social media is an incredible tool for reaching lots of your friends and family easily, but the personal approach really does work too.

Fundraising Online: Create a fundraising page – there are lots of options out there like JustGiving and VirginMoneyGiving – if you need help just let us know. When you set up your fundraising page don't forget to really personalise it, use a photo and include a description about your story and motivation for supporting Dementia Carers Count. Fundraisers with pictures on their page raise on average 14% more per photo!

Share it on social media: Use Facebook, Instagram, Twitter, TikTok, LinkedIn, or whatever other social platforms you use to share your fundraising. The more people it reaches, the better. And don't forget to actually ask people to donate or sponsor you.

Get your employer or school on board: Boost donations by including your fundraising page in your email signature - why not email colleagues about it? Some companies offer matched funding for fundraisers, so it's definitely worth asking your employer if they offer this.

Write to your local press: Contact local newspapers and radio stations about your fundraising - this can be great for publicity and exposure, especially for your school or company if they are sponsoring you or have donated a prize.

Celebrate your goals: Make sure you share proudly when you hit fundraising or challenge goals. You might even take on some mini challenges along the way to spur on the giving e.g., "when I reach £200, I'll ..." or "give completed my first half marathon in my training – your support is keeping me going as I aim for a full 26.2 miles"

We can help: Why not wear our t-shirts, and make the most of our social media handles - tag us and we'll share, retweet and 'like' your posts? Share posts of ours which you like and remind your followers who you're fundraising for. Need more information about us? Just ask.

Share the love: Ask people around you to get involved and lend a hand. Ask your friends and family to "like and share" your posts and to share your fundraising page on their own social media channels too.

Take lots and lots of pics! Make sure you take plenty of photos, selfies and videos in the lead up to and during your fundraising event. They're great for sharing on your social media and could also be used in press releases.

Other Ways of Fundraising: Sometimes people like to get a little something back when they part with their hard earned cash – so remember there are lots of ways to fundraise – whether it's a piece of cake at a coffee morning, a prize from a raffle or you can offer a service to someone for a donation (dog-walking, cooking, or gardening) – have a look at our [A-Z of fundraising ideas](#) for some inspiration.