



Down's Syndrome Association

A Registered Charity No. 1061474

Handy hints and tips to make the most of your fundraising

- Set up an online fundraising page (we recommend www.virginmoneygiving.com). This way you can attach the link to your email and social media and people can't get away with promising you money on a sponsorship form and then never giving it to you.
- Approach friends and family first to sponsor you.
- Wait until payday to send the details or your page/ask for support.
- Ensure you get people to tick the Gift Aid box on your sponsorship form and claim it through your online page as this ensures we get an extra 25p from every £1 donated.
- Ask your company about matched funding as many organisations will match some or all of your fundraising total.
- Say thank you! Thank every donation however big or small.

Setting up your VMG page

1. Click on 'Create Your Fundraising Page' under the Start Fundraising banner.
2. Select the fundraising activity you are doing and complete the information.
3. Select the **Down's Syndrome Association** as your charity.
4. Login or register your details.
5. Personalise your page – ensure you put photos up and your personal story about why you are fundraising for us. Once live, update your page with new photos and details of how your training is going.
6. Send the link to EVERYONE you know and share it on social media.

Join #Team 21 and follow us on Facebook

www.facebook.com/DownsSyndromeAssociation and Twitter [@DSAInfo](https://twitter.com/DSAInfo) and [@DSAFundraisers](https://twitter.com/DSAFundraisers)

Press & Publicity

As well as using social media where possible, it's also a great idea to send a story of what you are doing to your local paper. We can provide you with a list of your local papers and who to contact and offer you hints and tips as to how to write a press release – just drop the Fundraising Team a line on 0333 121 2300 or email events@downs-syndrome.org.uk.

After your event

Send us photos! We want to say a little thanks to you so please send your photos to events@downs-syndrome.org.uk or tweet them to us [@DSAInfo](https://twitter.com/DSAInfo) and [@DSAFundraisers](https://twitter.com/DSAFundraisers).

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