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ActionAid UK's guide to

# Promoting your fundraising

To make your fundraising a huge success, promotion is key. Make sure to tell all your friends and family. The more people who know about your event, the more money you will raise!

## Set up an online fundraising page

Why not make it easy for your friends and family to donate to your cause online?

Visit [justgiving.com/actionaid](https://justgiving.com/actionaid) to set up an online fundraising page today. Check out our [JustGiving guide](#) for more information and our top tips.

## Utilise social media

Use social media to your advantage by sharing a link to your JustGiving page and/or details of your fundraising event with your various networks. Post about your activity on as many social media platforms as possible, such as Instagram, TikTok, X and Facebook.

Don't be afraid to keep updating people about your fundraising event - as some will need that extra reminder. Ask your friends, family and colleagues to share or retweet your posts amongst their own networks too.

👉 Don't forget to tag @ActionAidUK in your posts and use the hashtag #ActionAidUK.



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## Send personalised emails

Sending personalised emails and messages is a great way to promote your event. We recommend sending out a three-stage email series to your friends and family:

1. Announce your fundraising event! Give everyone the important details of your event (when it is, where it is etc) and tell them about ActionAid's work.
2. Let everyone know how the planning for your event is going. Is there a deadline for when people can buy tickets to your event?
3. After the event, make sure you thank everyone. Send photos taken during the event to your friends and family. This may prompt some extra donations from people who weren't able to attend.

### Top tips:

- Include lots of photos.
- Don't forget to include a link to your JustGiving page or an alternative way to donate in your emails.

### Promoting in the workplace

Send round an email at work or ask for your event to be added to your staff intranet so you can get your colleagues involved.

## Press Release

You can reach people beyond your network, too. Write a press release with the important details of your fundraising event and ways people can buy tickets or donate. You can then email the press release to local newspapers and radio stations.



## Spread the word

Tell absolutely everyone you know about your fundraising event. Explain why you are fundraising, what their donation would mean to you and give them the details of how they can donate.

Get your family and friends to spread the word about your fundraising efforts among their various networks.

Visit local shops and businesses around you to tell them about your challenge and see whether they could help in some way (for example, by donating a prize for a raffle).

## Posters

Put posters up around your workplace, school and town. Ask local businesses whether they would be happy to put a poster up in their window for you. Advertise your fundraising event or write your JustGiving page link on it.

**You can download some posters [here](#).**



## ‘In support of’ logo

Please always use our ‘In aid of’ logo for any promotional materials advertising your fundraising event. This is different from our main charity logo. It makes it clear you are fundraising in aid of ActionAid but that you do not represent the charity. Just get in touch, and we will provide this for you.



## Videos

At ActionAid, we have created lots of videos about our work with women and girls to help explain what we do and engage people with our cause. These videos can be found on our [Youtube channel](#).

Why not share some of them with your family, friends and colleagues to encourage them to support your fundraising efforts?

## Get in touch

We would love to hear about your fundraising. If you have any questions or would like any support, please get in touch. Email [events@actionaid.org](mailto:events@actionaid.org) or call 01460 238 000.



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