



SOME TOP FUNDRAISING TIPS FROM US

1.

START EARLY

The early bird raises more

It's never too early to set up your fundraising page. The sooner you let people know your goal, the more support you'll gain. And we know that fundraisers who start early raise more. [Set up your page](#) now and take full advantage of all the tips, tools and support they offer.

2.

PERSONALISE AND UPDATE YOUR PAGE

Keep it fresh

You've got your place, you've started training, and hopefully by now you have set up your fundraising page and started getting donations for your chosen charity. Remember to keep your page updated so people know how hard you're training, the challenges you're having, and why you are doing it. That way they'll have more reasons to support you and each donation will give you a boost – for Doctors of the World's work, and for your motivation.

3.

MAKE A PLAN

Now the hard work is underway, it can be easy to feel daunted. A plan will keep you on track, show you how far you've come, and that the end is in sight! As well as a training plan, you can have a fundraising plan. Plan to raise a small amount each day or week, and before you know it the donations will be mounting up.

4.

SET A TARGET

Aim high

Research shows that people who set a target raise more for their charity. Set it at a level that feels comfortable for you, but stretches you too. Even if you don't hit it, you'll have something to aim for and people will be more generous, trying to help you reach it. If you hit it early, you can always set another one!



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5. OTHER WAYS OF FUNDRAISING

Make it work

Hold a cake sale at work, or see if your employer will let you organise a 'wear jeans to work day' and charge everyone £1 to take part. If your workplace has a staff website or noticeboard use it to tell everyone what you're up to and why – and include a link to your fundraising page for donations.

6. USING SOCIAL MEDIA CREATIVELY

That's quite interesting...

First of all, follow us on [Twitter](#) and [Facebook](#) and tweet or share facts about Doctors of the World, your event or your training with a link to your fundraising page for more information. The more interesting and detailed, the more likely people are to go to your page.

It's nice to share

Social media is a great way to update friends and family. It only takes a second to post a status on Facebook or Twitter. You can update lots of people at once about your training progress, and ask for donations to your page. Remember to tell them who you are raising funds for and why – to inspire them to donate.

Tell it on the grapevine

Why not use Vine or YouTube to create a pledge video and send it to potential donors? It could be a straightforward plea for cash (or a funny one). Or you could say 'If I get £x in donations between now and the end of the month, I'll do Y'. We'll leave the rest to your imagination!

Gain from the pain

You're no doubt putting a lot of effort into your training – it's only fair to let others know just how much you're willing to do in support of your good cause. And donors like to know they're getting blood, sweat and tears for their pennies! Upload some photos of your training so they can see the effort you're making. It could be serious or humorous. It all helps inspire people to donate.

Mind your Ps and Qs

Post a personal thank you to anyone who donates to you on your Facebook page. It's nice to be nice. Plus it keeps your fundraising front of mind without having to ask for donations all the time.



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Name drop

Use [@DOTW_UK](#) or [#DOTW_UK](#) on [Twitter](#) and [Facebook](#) when you're posting updates. It's pretty likely to get you a retweet to everyone who follows Doctors of the World. You could also let us know about your fundraising event and ask for a RT too.

Tell your story

Use your fundraising page to explain what Doctors of the World means to you – if you've been personally affected or know someone who has, this can make your friends more likely to support you personally.

Link it all in

Don't forget LinkedIn. Make sure your business contacts know what you're doing, provide status updates and link to a blog or your fundraising page for more information. You can also follow us on [LinkedIn](#) and stay connected.

Be famous for fifteen minutes

Ask local press – newspapers, radio, even TV – to give you some coverage and include your fundraising page URL on their social media pages. The more interesting your story, the more likely they'll cover it.

Keep on trend

Where relevant, use a trending hashtag when you post about your fundraising, more people will see it and visit your page. A good one could be [#charitytuesday](#) or [#ff](#)

Going, going....

Ask local businesses to donate items and then auction them on eBay. Tell your friends about the items on Facebook and Twitter to make sure there's lots of competition.

7.

GET FRIENDS INVOLVED

Be sociable

Fundraising can be a great reason for a party. Why not hold a 'Come Dine With Me' or Murder Mystery evening with friends and see if they'd like to make a donation to your fundraising page in exchange? Whether in person, by Facebook, Twitter or email, make sure you tell them all about Doctors of the World and what a difference your fundraising will make – and ask them to spread the word. They may even organise an event for you!



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8.

ENGAGE DOCTORS OF THE WORLD

Get us involved

We would no doubt love you to receive more donations. Ask us to promote any event you're organising to raise funds. We will provide you with more details on how your donations will be used. This could help you write an even more compelling story for your fundraising page.

Tell us your story

Share with us your story and your experience and we would love to share it within our community. We are always extremely interested in listening to our supporters' stories and we know our whole community is too. [Get in touch](#) with us and tell us what made you want to run and raise money for Doctors of the World UK.

9.

MOTIVATION AND SUPPORT

Online help

There's an entire section on [JustGiving](#) dedicated to help you raise more for your chosen charity – with practical tips to help you make the most of your page. Remember, you're doing well – keep focussed, keep motivated, think of why you're doing it, and how the money you raise can make a difference to your chosen cause.

10.

FINAL TIPS

Ask them to dig deep

With not much time to go until the big day, now's the time to give your fundraising a final boost. Update your fundraising page with all the latest news and photos of how your preparation is going. People are more likely to donate if they know how much effort you've been putting in and how their donation will make a difference to Doctors of the World's patients and volunteers.

Remember Gift Aid

Encourage everyone who's eligible to tick the Gift Aid box. Gift Aid can give every donation a big boost without costing your sponsors a penny more. Justgiving pass Gift Aid on to Doctors of the World in full – significantly boosting the amount raised.



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...Last minute fundraising tips

Last but not least...

Now's a great time to remind your friends, family and colleagues that your event is coming up – especially if they haven't sponsored you yet. Drop them an email or use Facebook or Twitter to let them know how soon the big day is. Remember to include a link to your page to rally even more support.

HOW YOUR DONATION CAN HELP

When asking for donations you may want to suggest how funds will help Doctors of the World's work:

£ 7	provides one hygiene kit, which include basic toiletries such as toothpaste and soap, for someone forced to leave their home.
£ 9	could feed a malnourished child or mum to be in Kenya
£ 10	could provide vaccines for six children
£ 25	will fund the midwife and equipment to care for a new born in its first hour of life
£ 50	could provide psychological consultations for ten survivors of war and conflict
£ 100	could cover the interpreting costs of the extended GP appointment that many of our patients need
£ 400	could allow us to continue the secondary trauma sessions we provide for our volunteers for three more months.

WHO ARE DOCTORS OF THE WORLD?

Since 1981, Doctors of the World have provided healthcare to the world's most vulnerable people, while campaigning to ensure everyone has access to the medical treatment they need.

GET INSPIRED BY THE STORIES OF OUR FUNDRAISERS.

YOU CAN DO IT TOO!

"Last August I completed Tough Mudder Half! Before the event I was nervous but excited, as it's something I've never done before. The atmosphere was great! People would cheer each other on and help each other out on various obstacles; it was a real team effort! My team and I loved it so much that we're doing the full one next year!

I volunteered at Doctors of the World for over a year doing support work at their clinic in London. I've seen first-hand how people have been affected by their experience of having difficulties getting the medical care they needed. The work Doctors of the World do is so important. This is why I chose to challenge myself and fundraise for DOTW!"

Kalina



SOME TIPS FROM OUR FUNDRAISER KALINA...

The crazier the event, the better. People seem to tend to give more money for more difficult events, because it's something they would probably never dream of.



Share it widely on social media! Not just once, but multiple times. Message everyone you know!



Get them to share it with their friends and family too. People will forget, so you will need to chase them up quite a few times, and don't be shy!

Mention your charity event when you meet with people, because that may get you more donations.



"This was my first marathon, entered alongside two friends, and we all had a fantastic time in Paris on a gloriously sunny weekend. The race itself was hard but we had all trained well, and I completed it in a time of 3:57.

I chose DOTW as my charity as I have come across it a few times particularly due to their support for refugees which I am quite passionate about.

I collected donations through my online page and then asked my employer to match all the funds raised. I believe my fundraising could make a real difference.

Tom, runner at the Paris Marathon