

10 Top Tips on Fundraising for NASS

JustGiving

 **moneygiving**

1

Make sure your story is compelling and personal – your motivation should be clear.

- Include pictures and blogs to keep people updated and interested.

2

Think about when you ask for donations – people are more likely to be generous after payday!

3

Don't forget to ask for Gift Aid as it means more money goes to your NASS.

4

Ask close friends and family to donate first as other people may then match their generosity.

5

Always set a fundraising target.

- Pages with fundraising targets raise 14% more than those without,
- Keep increasing your target amount.

6

Add some perspective around a suggested donation e.g. £10 could provide NASS with:

- 15 AS guidebooks
- 2 helpline calls
- 1 place at a patient support event.

7

Set yourself small weekly fundraising targets rather than thinking about a daunting total target.

8

Collect donations before your event – as soon as the money is received, it comes straight to NASS, so we benefit straightaway.

9

Mention your fundraising event on Facebook, Twitter, email signatures, notice boards, anywhere you can!

10

Get friends and family to spread the word about your fundraising too – they'll be keen to help you get more sponsors.