

LandAid's Top 7 Fundraising Tips!



Personalise your fundraising page! - add a profile photo, a personal story as to why you are taking part in the Trek. Did you know that Fundraisers with a profile picture can, on average, raise around 80% more!



Self-donate! Kickstart your fundraising with a donation to your own page – then wait for all of the donations to start rolling in



Share, share, share - **share your fundraising page** and story with your family, friends and colleagues on social media, email (check out our template email [here](#)) and why not even give them a call? I'm sure they would love to have a chat and hear about what you're up to



Do something fun and creative to fundraise - dress up for a day, run or walk that 5k you've been meaning to do all year, do a swimathon, climb a mountain...



Shout about **LandAid's mission**. People will feel more inclined to sponsor you when they know what impact their donation will make- so share our mission to end youth homelessness and help vulnerable young people - we have prepared some handy posts you can share in socials or by email [here](#)



Write a **blog post** on your fundraising page! Add some photos from the Trek of your journey so that your donors can see what they are donating for. Most fundraising is done during or after the event, make sure to showcase your challenge and distance covered!



Ask your company to match fund your fundraising- **use our handy email template** [here](#)!