



## A Guide to Fundraising for Support Our Paras

Thanks for Supporting Our Paras through your fundraising event. You've taken a great first step. To help you on your way here's a few top tips to help you:

1. It's easy to set up a **Virgin Money Giving**, **BT MyDonate** or **JustGiving** page. You can go direct to their websites and search for **Support our Paras**. We like Virgin and BT since more of your donations come to the charity!

	Charges
<b>JustGiving</b>	5% fee on donations + Gift Aid
<b>Virgin Money Giving</b>	2% fee on donations only
<b>BT MyDonate</b>	0% fee on donations only

2. When you set up your page, be sure to add your name and event in the title so supporters know what you are doing e.g. **Ben's British 10k, Jill's Paras' 10**.
3. Tell your story – who you are, what you are doing and why you are doing it; people really respond to a well-told story, and you will find that even strangers donate.
4. If you want to say what Support our Paras does then see **About Us** on our website.
5. Show at least one photo, preferably of yourself. This makes a lot of difference and it means we can publicise you better on **Facebook**, **Twitter** and our website.
6. Add the **Donate by Text** service on **JustGiving** – it costs nothing and the Charity receives all donations. Make sure you include it on your page details.
7. Tell your friends on **Facebook** and **Twitter**. Just paste your fundraising page address into your **Facebook** status and your photo, event name and link will magically appear! Just add your story. Some of you may be on **LinkedIn** or other social media – it's up to you.
8. Ask **Facebook** friends to 'Share' and **Twitter** users to retweet (RT pls).
9. Let us know and we will highlight you on our Fundraisers page and send you a t-shirt with our compliments and thanks.
10. Add your fundraising page and a few words of explanation to your personal email signature. Check first if this is allowed on your work email!
11. Find out if your **Employer** does matched giving.
12. If you prefer paper Sponsorship forms, you can request them from [secretary@supportourparas.org](mailto:secretary@supportourparas.org) – please make sure that sponsors fill in ALL the details needed for GiftAid: full name, address, **postcode** and tick the GiftAid box.
13. Don't be afraid to tell everyone – you will be surprised how people will support a good cause for you.

**Good luck!**

**SUPPORT OUR PARAS is the trading name of The Parachute Regiment Charity Ltd.  
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