



## A Guide to Fundraising for Support Our Paras

Thank you 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** or **JustGiving** page. You can go direct to their websites and search for **Support our Paras** or use the links on our homepage.
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, Instagram** and our website.
6. Tell your friends on **Facebook, Instagram** 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.
7. Ask **Facebook** friends to 'Share' and **Twitter** users to retweet (RT pls).
8. Let us know and we send you a t-shirt when you have raised your first £25 with our compliments and thanks.
9. Add your fundraising page link and a few words of explanation to your personal email signature. Check first if this is allowed on your work email!
10. Find out if your **Employer** does matched giving.
11. 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.
12. Don't be afraid to tell everyone – you will be surprised how people will support a good cause for you.

**Good luck!**

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