

HINTS AND TIPS



**HAVE
FUN!**

1

Choose your fundraiser

Go big or keep it simple! Whether you choose a bake sale or a sponsored walk, a raffle or a skydive, every penny counts and will help us to save more lives.

2

Fundraise online

Choose a platform such as JustGiving to collect donations online. Your fundraising will often be sent to us automatically, saving you a trip to the bank! Be sure to share the link to your fundraising page on social media or email to reach even more people.

Personalise your page with a photo, your fundraising goal and your story. You can also link your page to Strava if you are training for a physical challenge to keep your supporters updated along the way.

3 Maximise your fundraising

Boost your fundraising efforts at no extra cost to you or your incredible supporters.

Gift Aid

When UK tax payers gift aid their contribution, the tax man will add 25% to the amount at no extra cost to them or you. It really is free money! Gift Aid makes a big difference, so please make sure your UK Tax-paying donors tick the Gift Aid box on the sponsor forms and fundraising pages.

Matched Funding

Lots of companies operate Matched Funding schemes that can boost the amount of money you raise. Find out if your employer operates a scheme and if they will match what you raise.

4 Get your local press involved

Publicise your event in your local media to attract even more support while raising awareness of our lifesaving service. Please get in touch if you would like advice on writing a press release for your local paper/ magazine.

5 Fundraise in memory

If you are fundraising in memory of a loved one, there are ways to make your event extra special. For example, choose a venue/location that was important to them or plan an activity that may help you to feel close to your loved one who has passed. Speak to a fundraiser today or visit our website for more ideas and information.

6 Thank everyone!

Don't forget to thank everyone who contributes to your fundraiser and tell them how much you raised. Most of all, please give yourself a very big pat on the back and accept our grateful thanks. East Anglian Air Ambulance could not save lives without people like you. Thank you.

To speak to a member of the team about your fundraising ideas and plans, please email info@eaaa.org.uk or call **03450 669999**.