

Your guide to fundraising



Before your event

1 Plan your activity

Take a little bit of time to plan and prepare to ensure your activity runs smoothly. Consider your objectives, how you are going to get there and then establish a network of people who can support you.

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2 Create a project timeline

Include all the tasks you will need to do and give yourself a deadline for each activity that needs to be completed.

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3 Set up your fundraising page

Set yourself a fundraising target to give you something to aim for and prepare a budget to cover any expenditure.



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Make your money go further

Consider the ways you can boost your income; from asking your employer to match any funding you have raised, asking local businesses for raffle prizes or gift aiding any donations.

5

Spread the word

The more people you talk to about your fundraising, the more money you are likely to raise. Make sure your activity's date and time is shared and promoted far and wide. Don't forget to tell people how they can get involved and support you.

6

Keeping you safe, keeping it legal

Fundraising can seem rather daunting, although it doesn't need to be. The fundraising team is on hand to help and support you, so that everything runs smoothly.

7

Have fun and celebrate

Now all the planning is over, relax, enjoy, and remember to feel a huge sense of pride for making a lifesaving difference. Take lots of photos and tag us on social media.



Registered with
**FUNDRAISING
REGULATOR**



**NORTH WEST
Air Ambulance
CHARITY**

Registered Charity no: 1075641