



FUNDRAISING TIPS

**JOIN THE CHALLENGE.
SEE THE CHANGE.**



In support of



START SEEING THE CHANGE.



SUPPORTERS ARE MOTIVATED BY CONNECTION AND PURPOSE.

To maximise engagement:

- Clearly communicate why this cause matters to you in a personal and authentic way.
- Explain exactly how donations will make an impact.
- Link the scale of the challenge directly to the cause.

Example



"By raising £500 and completing this challenge I will help HPF to support 500 more young people."



FUNDRAISING GOALS CAN SOMETIMES FEEL OVERWHELMING.

Presenting them in smaller, achievable increments makes them more accessible.

Example



"100 people donating £10"

"£25 funds..."

"£10 per summit"

This framing helps potential donors understand the tangible impact of their contribution and increases participation.

We've created these ten top tips to get you on your way to **raising £1000** for the High Performance Foundation



FUNDRAISING IS MOST EFFECTIVE WHEN TREATED AS AN ONGOING JOURNEY RATHER THAN A SINGLE ANNOUNCEMENT.

A strong approach includes:

- Regular updates (e.g. weekly progress, training, and milestones)
- Visual content demonstrating preparation and effort
- Countdown posts leading up to the event
- A post-event summary to maintain momentum and encourage final donations

Supporters are significantly more likely to contribute when they feel involved in your journey.



MAXIMISE WORKPLACE OPPORTUNITIES.

Workplace support is often underutilised but can significantly boost fundraising totals.

Consider:



- Sharing your fundraiser via internal communication channels (e.g. email, Slack, Teams)
- Enquiring about matched giving schemes
- Requesting inclusion in company newsletters or internal features



MAKE CLEAR, DIRECT ASKS.

One of the most common barriers to fundraising success is hesitation in asking for support.

Be specific and confident

Examples



"Would you be willing to donate £10?"

"I am aiming to raise £X by [date]"

Direct requests consistently result in higher donations.



PLAN AHEAD AND SET MILESTONES.

Starting early allows you to build momentum and reduce pressure closer to the event.

A suggested timeline:



- Months 1-2: Engage friends and family
- Months 3-4: Focus on workplace initiatives and events
- Final month: Drive urgency and final contributions

Spreading activity over time makes the process more manageable and effective.



STARTING EARLY ALLOWS YOU TO BUILD MOMENTUM AND REDUCE PRESSURE CLOSER TO THE EVENT.



HOST TARGETED FUNDRAISING EVENTS.

Events can be highly effective when focused and well-promoted. One or two well-executed events are often more impactful than multiple smaller efforts.

Popular options include:



- Quiz nights
- Raffles (with prizes sourced from local businesses)
- Coffee mornings or bake sales
- Themed events linked to your challenge

These formats can reliably generate substantial contributions when supported by good promotion.



EXTEND YOUR REACH BEYOND IMMEDIATE NETWORKS.

Relying solely on close friends and family can make it difficult to reach your full target.

To broaden your audience:

- Encourage others to share your fundraising page
- Use platforms such as LinkedIn, which can be particularly effective
- Ask supporters to advocate on your behalf

Wider networks often include individuals who are willing to contribute, even if you have not been in recent contact.



INCORPORATE CHALLENGE-BASED GIVING.

Linking donations directly to elements of your challenge makes contributions more tangible and engaging.

Examples include:



- Sponsorship per mile, ascent, or summit
- Funding specific milestones (e.g. "£50 sponsors summit #3")
- Personalised incentives (e.g. carrying a supporter's name during the challenge)

This approach helps donors feel directly connected to your progress.



CREATE URGENCY IN THE FINAL WEEKS.

The final stages of fundraising typically see the highest levels of activity.

Effective messaging includes:



- "One week to go"
- "£200 remaining to reach the target"
- "Final push before the challenge begins"

A clear sense of urgency encourages those who may have been considering donating to take action.



**FOR MORE INFORMATION,
QUESTIONS OR IDEAS:**



Email:
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**Use our hashtag and tag us
on your socials!**



**#SEETHECHANGECHALLENGE
@HIGHPERFORMANCEFOUNDATION**