

# Fundraising hints and tips



The aim of this guide is to help you with all your fundraising needs. Thanks to amazing people like you, Variety is able to continue the vital work we undertake to ensure children and young people are given the quality of life they deserve.

## MAKE A PLAN

This step may seem obvious, but you should start off with setting yourself a fundraising target.

Having something to aim for will help you stay motivated and put the fun in fundraising!

## THING BIG!

Maybe you already have a good idea of what you want to do, but if not sure, check out our A to Z guide at [LINK](#) for an inspiring list of ideas!

## KNOW YOUR AUDIENCE

Getting people to sponsor you or attend your event is the key to success. So consider who you can approach such as: family, friends, neighbours, work colleagues, parents from school.

## COLLECTING DONATIONS

Fundraising is now easier than ever.

From setting up a JustGiving page at [www.justgiving.com/varietygb](http://www.justgiving.com/varietygb) to using our classic sponsorship form, we've made it easy for you and your supporters.

## OVER-COMMUNICATE

Shout about your fundraising wherever you can.

Use social media, the local paper and radio station, and ask your school/workplace to help you promote your fundraising.

## NEED VARIETY MATERIALS?

Then get in touch and we can help!

Adding Variety branded banners, balloons, collection tins or buckets can really help your fundraising stand out.

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