

# 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](mailto:info@eaaa.org.uk) or call **03450 669999**.