

# BRAVE THE CHILL



## FUNDRAISING TOP TIPS

Use our top tips to help you smash your Brave The Chill fundraising target!

Set up a JustGiving page and donate to it.

It shows your friends and family that you're taking your challenge seriously.

Personalise your fundraiser blurb & photo.

Did you know, adding photos (or videos) could increase your donations by 14%, per photo.

Keep your fundraising page updated.

Updating how you're getting on has been shown to increase donations. It makes a huge difference!

Spread the word about your challenge far and wide!

WhatsApp, texts, in-person, Facebook, Twitter and Instagram are great places to start sharing.

See if your employer has a 'matched donations' policy.

You could potentially double the amount you raise with one conversation!

## BOOST YOUR DONATIONS

Here are 3 fun ways to boost your donations. Ask friends, family and colleagues to donate to your fundraiser before playing the below games.

Use the 'guess the number of penguins' poster game.

Find the game link in your challenge welcome email. It's a great game to boost your fundraising.

We suggest £2 per person to play.

Fancy dress forfeit.

Whoever has donated the most to your fundraiser can choose an item of fancy dress that you have to wear for the whole day of your challenge!

Hold a sweepstake.

Get everyone to guess how long you'll be able to stay in the chilly water during your challenge.

The closest to the correct time wins a prize of your choosing!