

APS Support UK Fundraising hints and tips!

We've compiled some hints and tips to help your fundraising to go as smoothly as possible and to help you achieve your targets!

- Use Just Giving - Setting up a Justgiving page is a simple and easy way to promote your cause and raise funds – we have our own APS Support UK section here: <https://www.justgiving.com/apssupportuk>
- Promote on Social media – Facebook and Instagram are great ways to publicise your achievements and ask for donations. Share your posts consistently and vary the content with updates, thank yous and progress reports. Don't forget to let us know what you're up to so we can share on our own social media pages too @apssupportuk and reach more followers!
- Approach your workplace – Big corporations are often happy to match or boost donations. Ask if you can share with colleagues via e-mail – we're happy to supply leaflets, posters or sponsorship forms if this would be helpful!
- Word of mouth – ask your friends and family to share your story as widely as possible too. More reach means more donations coming in!
- Keep it personal – sharing your story and your personal reasons for fundraising for us helps people understand why your chosen charity deserves their support. Break down what the money will be used for and keep things emotionally grounded.
- Use photos! Boost engagement by including photos or videos to show the impact behind the fundraiser.
- Wear it! – if you are taking part in a sponsored walk/run then we'd be happy to send you a running vest and/or wristband – please get in touch info@aps-support.org.uk

For more information please visit: <https://aps-support.org.uk/get-involved/help-us-fundraise>

Most importantly, have fun!! Thank you for all your support!!

Social Media content ideas:

Training Updates

“5K done today – aching!”

Selfie or route screenshot

Include your donation link each time

Progress Reports

“£280 raised – can we reach £300 by the end of the week?”

Awareness Posts

“Did you know that APS affects around 1 in 2000 people but is significantly under recognised and under diagnosed?”

Impact posts

Repost content from our page and tag us in

Share APS Support key objectives – funding and supporting research, raising awareness, offering info and understanding to those affected by APS

Social Media platform tips:

Instagram

Use daily stories to give updates, countdowns, reminders

Add your donation link

Facebook

Longer posts do better here to really tell your story

Pin the fundraiser to your profile

Share in relevant local groups if possible