

OUR TOP 10 TIPS TO BOOST YOUR FUNDRAISING

1. Personalise your fundraising page

Add any photos or videos of you doing your challenge, screenshots of your swim results, and any stories you might want to share. To thank your donors, you could post photos or stories about them personally too.

2. Self-donate to your page to kick-start your fundraising

It shows your committed to the challenge & your donation of £10 or £20 might encourage others to donate and maybe even match your amount!

3. Host a sweepstake

Ask people to guess how long it will take for you to swim 10 miles, and the closest could win a prize!

4. Share your page regularly

Don't be afraid to keep sharing your page on your social media. Keep everyone updated with your progress, and remind everyone why this challenge is so important to you.

5. Explore your local area

One way to keep people interested could be take on your challenge somewhere a bit different. This could be a dip in the sea, or a trip to your local river! You could ask those who donate to suggest a location. This will help to keep people engaged, and you might find some amazing new locations for a swim!

6. Let's Get Quizzical

Gather friends and family and get quizzing! Ask for a donation to take part and give the winner a percentage of what you raise. And if you want to be clever, ask your players to donate for nominating a round – it's a great way to raise some extra money!

7. Up your challenge

Got a sweet tooth and a craving for chocolate? Look forward to a refreshing glass of wine at the end of the day? Go without during your challenge! It will be even more challenging after you have completed another swim!

8. Get crafty

If you're crafty have a go at making and selling your creations, either to friends and family or at craft fairs with local businesses. Anything from candles and jewellery to birthday cards could work. Why not host a craft session online and share your skills with those around you for a donation?

9. Spring clean

Declutter your home, sell your items on eBay, Depop, vinted or Facebook Marketplace and add the proceeds to your page

10. Match Giving

Ask your employer about matched giving, they might be able to help you double your total.