

### **Create a Fundraising Team:**

Recruit volunteers and participants to bolster the fundraising campaign. Assign roles and responsibilities, including a team leader, event coordinators, and marketing support.

### **Choose a Fundraising Platform:**

Select an online fundraising platform or establish a dedicated website to gather donations. Ensure that the platform is user-friendly and offers secure payment options.

### **Promote the Marathon:**

Utilize social media, email, and local events to publicize your participation and the cause. Engage with local running clubs and fitness communities for additional support.

### **Offer Incentives:**

Motivate donors with incentives such as personalised thank-you notes, merchandise, or exclusive access to the zoo. Collaborate with local businesses to explore potential discounts or special offers for donors.

### **Organize Fundraising Events:**

Host pre-race events, such as bake sales, car washes, or charity runs to accumulate additional funds. Partner with local businesses to co-host events and share the proceeds.

### **Network with Local Media:**

Reach out to local newspapers, radio stations, and TV stations to secure coverage of your fundraising efforts. Prepare a press release to disseminate to local media outlets.

### **Thank Your Supporters:**

Express gratitude to all donors, whether through social media, email, or personal messages. Sustain transparency by providing updates on how the funds are being employed.

# *Fundraising* TIPS & TRICKS FOR



Registered Charity Number: 1158422

