

Resource

## Promote your Fundraising

Here are a few tips on promoting your fundraiser to friends and family!

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### Share your story?

If you have a connection to RA/JIA or a personal reason for supporting NRAS, be sure to tell everyone about it. The simplest way is by setting up a [fundraising page](#). By sharing your story, your friends, family, and supporters will be more likely to donate generously to your fundraiser.

### Be the first to donate?

To get the ball rolling, be sure to show your support of NRAS by being the first to donate on your fundraising page. You can be sure others will then follow suit!

### Ask friends and family ?individually

Once your fundraising page is set up, you can now start sharing it with friends and family. Remember, sending an individual message is much warmer and more likely to get a generous donation, rather than sending a blanket email. Studies have also shown that people tend to match existing donations on the page so you could always start with your most generous loved ones.

### Let colleagues and neighbours know

You might like to hold a bake sale for colleagues and neighbours to help boost your fundraising and spread the word. Or pass your [sponsorship form](#) around the office or down the street! Don't forget to check whether your company match-funds any money you raise – this means any donations you make will be doubled!

### Tell people why they should care?

Share statistics, videos, posts about the preparation for your event, how close to your target you are, how your event went – anything to keep your supporters updated and make them feel connected to the cause.

## Thank your supporters publicly?

Make sure you say thank you to your generous friends?publicly on your fundraising page and social media pages,?you can even tag them into the post itself. That way, everyone can?see it, as well as their?own Friends, which could inspire and remind others to donate too! Besides, saying thank you never hurt anyone, it's just good manners!?

## Help with Press releases

If you would like any help with approaching the press or media, we can support you and provide a press release. Call 01628 823 524 or email [fundraising@nras.org.uk](mailto:fundraising@nras.org.uk).

If you need any other help promoting your fundraising page, please contact our friendly Fundraising team on 01628 823 524 (option 2) or email? [fundraising@nras.org.uk](mailto:fundraising@nras.org.uk)??

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