10 ways to boost your fundraising!

Thank you so much for deciding to fundraise for Alzheimer’s Research UK to help fund vital dementia research.

Here are some top tips for making the most of your fantastic fundraising:

1. **Make it personal.** Make sure to personalise your fundraising page by uploading a photo and including a description about your story and motivation for supporting Alzheimer’s Research UK. Fundraisers with pictures on their page raise on average 14% more per photo!

2. **Shout loud and proud on social media!** Use Facebook, Instagram, Twitter, TikTok, LinkedIn, or whatever other social platforms you use to share your fundraising far and wide. The more people it reaches, the better!

3. **Get your workplace or school involved.** Whether that’s by including your fundraising page in your email signature or putting a collection pot at a reception desk, involving your workplace or school is a fantastic way to boost donations.

4. **Speak to the press.** Write to your local newspapers and radio stations about your brilliant fundraising, as this can provide great exposure for your fundraiser.

More ideas on the next page!
We’re on hand to support your fundraising in any way we can, so please don’t hesitate to get in touch if there’s anything we can help with.

Happy fundraising!

Get in touch
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