



How to spread the word about your fundraising

1. **Set up an online giving page.** Tell your own story – i.e. why you are undertaking your challenge, what you are hoping to achieve. Make sure you use photographs and images so the page really reflects you as a person. You can link it to your Facebook, Twitter or other social media pages.
2. **Use your Facebook, Twitter, Instagram, Linked In or other social media channels to let people know what you are up to.** Tell them why you are doing it, including your photos and videos where you can, and make sure you include a link to your online fundraising page.
3. **@ us in any social media posts you do** so we can share them.
Twitter: @TheGenesisTrust and @BathFoodbank
Facebook: @GenesisTrust and @bathfoodbank
Instagram: @genesis_trust
TikTok: @genesistrust
LinkedIn: Genesis Trust Bath
4. **Email your friends and contacts with a personal message about your challenge** and the story behind why you are doing it. Remember to include the link to your online fundraising page!
5. **Think about sharing your challenge with groups** you are involved in such as your church or running club.
6. **Keep people updated.** Let them know how the training is going and any milestones you achieve along the way e.g. managing to run 10 miles or achieving a certain time. You might even want to share what you are eating if that is your thing! **Think about doing a count down** – two weeks to go etc.
7. **Feel free to link to relevant stories on the Genesis Trust website** if you find them inspirational and think your friends would like to know more. We have listed a couple below.

<https://genesistrust.org.uk/news/homeless-action/>

<https://genesistrust.org.uk/news/covid-19-snapshot-special/>

8. **Send us a few words and some pictures** on your experience fundraising, running and how it feels to have helped your chosen cause. It will be great for us to share this and inspire others.
9. **Remind people the day before** that you are about to take on your challenge. Share your thoughts and aspirations for the day.
10. As soon as you can **after the event, share pictures, videos and stories** of how it went. There may well be some people who are impressed by the challenge you took on and feel inspired to give afterwards.

Visit Virgin Money Giving for more ideas and inspiration
<https://uk.virginmoneygiving.com/giving/raise-more/fundraising-tips.jsp>

Thank you for your support!