



How to spread the word about your fundraising:

1. Set up an online giving page. This can be set up on any platform, but we would recommend you set it up on Enthuse or JustGiving. Tell your own story – i.e. why you are undertaking your challenge, what you are hoping to achieve (including setting a target for fundraising). 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.** By getting friends and family to react to posts on Facebook (rather than just using the like button), commenting on and sharing your posts will ensure maximum outreach to different audiences and is more likely to boost your fundraising efforts.

3. @ us and use #genesishope 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. Strava is an ideal app for this, and can be connected to your fundraising page.

or achieving a certain time. Think about doing a countdown – two weeks to go etc.

7. If you want to say something about Genesis Trust Bath in any of your communication, we have included some text below that you can choose from:

“The Genesis Trust exists to offer immediate practical help to people who are hungry, homeless and vulnerable, and provide long-term help and opportunities for them to rebuild their lives. We work individually with people on their journey from despair to hope, from crisis to independence.”

“The Genesis Trust has interlinking projects that support homeless, vulnerable and disadvantaged people from crisis to independence in the Bath area.”

“Offering hope, support and a future to homeless and vulnerable people in the Bath area.”

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.

Thank you for your support!

If you have any questions, please contact Olivia at olivia.sladden@genesistrust.org.uk