

very

**PINK  
RUN**

BREAST  
CANCER  
IRELAND  
researching a cure

# FUNDRAISING TIPS

#VERYPINKRUN



## Promote your selfie

Fundraisers with pictures or videos on their page raise 14% more per photo. A perfect excuse for a #selfie.



## Tell your personal story

Why do you care?  
Tell your story about why you are fundraising.



## Shoot for a target

Pages with a target raise 46% more. Aim high and tell the world.



## Don't be afraid to share

Sharing on Facebook, Instagram, Twitter and WhatsApp raises more. Don't be afraid, people want to hear about the good things you are doing.



## Add a video or livestream

Add a video as a cover photo by adding a YouTube link. Videos really help tell your story and why your cause is so important. You can also livestream directly on your page to show how you are raising money.



## Don't forget about email

There are lots of your friends, colleagues and neighbours who are not on social networks but would love to hear about what you are doing.



## Connect fitness apps

If you're taking on a physical challenge, connect your page with your Strava or Fitbit account so that your supporters can keep track of your progress.



## Update your page

Let supporters know how you are doing by updating your page often, they will enjoy following your progress and you can even do it through our smartphone app.



## Encourage others

Convince your friends to take part and raise money as well ...as it makes the experience more fun!

## Say thanks!

20% of donations come in after your event has ended, so make sure you follow up to thank your supporters.

**Haven't signed up yet? It's not too late!**

[SIGN UP HERE](#)