

# How to promote your Fundraiser!



**Barnardos**  
Because childhood lasts a lifetime

We want as many people as possible to know about the amazing work you are doing to raise money for Barnardos. Publicising your fundraising event encourages others to get involved and can help you generate more support. It's also a great way to get your event recognised locally and a chance to see your event in the paper.

Here are some helpful tips on how to generate publicity and create photo captions which you can send to local media.

## Why publicise?

Publicising your fundraiser encourages others to support Barnardos and can help you raise more funds to support our work. It's important to get the word out about what you are doing.



## Spread the word

Think about how you can reach as many people as possible. Social media is key but remember that posters, leaflets, local paper, local business and community groups will help you get your message out there. Don't forget local radio too! See our sample press release below.



## Think visually!

In your advertising, show people what you're planning. On the day, take photos to share on social media and send to local papers.



## Keep it simple

Think about the message you want to get across and keep it as simple and short as possible.

- Who is holding the event?
- What is the event?
- Where & when will it take place?
- How can people support?

## Keep supporters informed

Set a target amount you want to raise and keep supporters informed on how you are getting on. If you reach your target, set a higher target. Encourage everyone to help you get there!



Make sure to follow Barnardos social media channels and tag us in your posts, so we can like and share them!

