

TOP TIPS FOR SUCCESSFUL FUNDRAISING



Keep it simple

Simple fundraising ideas tend to work best – and mean you'll have more time to concentrate on raising money and having fun.

Set yourself a goal

Set a target amount you'd like to raise. You'll be determined to achieve it and people are more generous if they know they are helping you reach your target sum. It'll feel great if you smash your target and raise even more too!

Ask, ask, and then ask some more!

It's always good to get everyone you know involved in your event. It's great fun for them and will ultimately raise more money for a great cause. Ask businesses if they can make a donation, companies often have money allocated to support local charity events. You'd be surprised what support you can get, if you ask.

Keep the costs down

The lower the cost of your fundraising event, the more money that goes to animals in need. So keep that in mind when you're planning your event, and if you need to spend some money, why not set a budget to keep costs down.

Shout it from the rooftops

If you would like us to try to organise publicity for your fundraising event just give us a call.

Be safe

It is important to be safe while fundraising. Make sure you do not risk your own safety or the safety of others.

Keep it legal

There are some legal regulations to follow while taking part in fundraising. If you have any questions on the legal side of raising money for us, contact our fundraising team on 03000 999 999.

Have fun!

Remember to have fun at your event. The more people enjoy it, the more money they'll give. And we're sure the thought of every penny you raise going to help Scotland's animals should keep you smiling from ear to ear.