

# Festive 5K

## Fundraising tips

When you sign up for a Festive 5k challenge, you will automatically create an Enthuse fundraising page so you can start fundraising straight away!

Here are top tips on how to make the most out of your fundraising page:

- 1 Personalise your page: Add photos of you completing your challenge.



2

Set a target: Adding a target has been proven to raise sponsorship on a page by 46%.

3

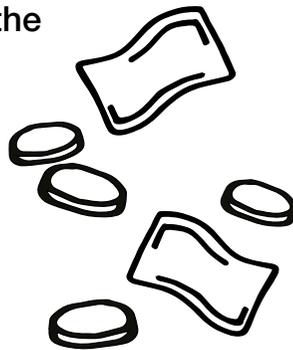
Keep your page updated: Let your donors know how your challenge is going by posting updates and linking your Strava, so they can see your progress.

4

Share your story: Explain to your donors what has inspired you to take on this challenge.

5

Promote your page! Go to our website to find social media templates like Facebook countdowns and Instagram story posts to spread the word about your challenge!



## Why Enthuse?

Enthuse is the website we are using for this festive challenge, which will enable you to sign up, create a personalised fundraising page and have access to the event. This means you will be able to:

- See how many other Team CF walkers are taking part
- See how much money you and your team have raised
- Check out the top fundraisers.
- Link your Strava account and post your walk onto your Enthuse page.



## Fundraising ideas



As well as asking people for sponsorship, there are loads of other ways to boost your fundraising total. Need inspiration? Check out the A to Z of fundraising activities – [www.cysticfibrosis.org.uk/get-involved/fundraising/organise-your-own-event/a-to-z-of-ideas](http://www.cysticfibrosis.org.uk/get-involved/fundraising/organise-your-own-event/a-to-z-of-ideas)

## Match fundraising

Many companies will match fundraising by their employees. Why not ask if your company can support you in this way?

## Steps sweepstake



Whether you're running, walking or jogging your 5k, why not make it a steps sweepstake fundraiser? Get your family and friends to guess how many steps you do in your challenge and ask them to donate on to your page to enter!

Download your sweepstake form from our resources on the website! [cysticfibrosis.org.uk/festive5k](http://cysticfibrosis.org.uk/festive5k)

## The difference your money makes

Our work isn't possible without amazing people like you! Take a look at some of the ways your fundraising could change lives to help motivate you during your training:

£150

could support an individual or family in financial difficulty with a grant for basic essentials.



£200

could buy exercise equipment for someone with CF, ensuring they maintain their daily treatment regime and stay healthy.



£400

could pay for a day's worth of equipment at one of our Strategic Research Centres, helping to create ground-breaking discoveries in CF research.



Rachael

"I really hope the money I raised can make a small difference to someone out there, whether it's to provide support to a family, or whether it goes towards an important research study into new treatments."

– Rachael



Steven

"Taking part in a virtual event is a good opportunity to take on a challenge without the pressure of an event. You have the freedom of knowing it's your rules, it's what you want to do, and knowing you're supporting an amazing charity that now more than ever really need it, is certainly rewarding."

– Steven

If you have any questions or would like further support with your fundraising, please get in touch with the Community and Events team on 020 3795 2176 or [events@cysticfibrosis.org.uk](mailto:events@cysticfibrosis.org.uk).