



# Guideposts Global Challenge: What to say in your fundraising page

Once you've signed up to the challenge, you can start your fundraising page here:

[www.crowdfunder.co.uk/guideposts-trust/multiply](http://www.crowdfunder.co.uk/guideposts-trust/multiply)

**You are welcome to copy/paste this template to help you start your fundraising page:**

Please support me as I **[run/cycle/walk/swim xx miles]**, in the next **[x]** days as part of the Guideposts Global Challenge. I will be helping to get the Guideposts community to virtually travel the entire distance around the world by the end of 2021, along with other fundraisers.

I decided to raise money for Guideposts Trust because... **(add in connection/ reason you want to support guideposts e.g. they have supported a family member/ friend)**

I really appreciate all your donations, helping me to raise funds for this great cause.

## **More about The Guideposts Trust**

Guideposts is a UK-based charity working with people in local communities to help them access the support, opportunities and skills they need to overcome social challenges, improve their wellbeing and change their lives.

Many of the people they support come from the most disadvantaged groups in our society, including children and adults with additional needs and disabilities, people with mental health problems, older people with dementia and other neuro-degenerative conditions, and the families or carers of all these groups.

You can read more about their work here [guideposts.org.uk](http://guideposts.org.uk), and if you would like to sign up to the Guideposts Global Challenge yourself, you can find out more here:

[guideposts.org.uk/global-challenge](http://guideposts.org.uk/global-challenge)



# Guideposts Global Challenge: How to promote your fundraising page

Here are our 9 top tips for promoting your fundraiser so you raise the most you can for Guideposts.

1. **Get the word out** - Reach out and speak to your friends, family and colleagues about what you are doing and send them the link to your page to donate.
2. **Personal Message** - Make sure your message is personal as people will respond better to a one to one message.
3. **Highlight the cause** - Remember to tell people about guideposts and why you decided to fundraise for them.
4. **Use social media** - Post the link to your page across all the social media sites you have and ask friends to share your post too. Most of your donations will come from people you are connected to but you never know who else might see your page and want to support you too.
5. **Tag us** - Please tag us @GuidepostsUK in any social posts and we can share with our followers to promote your wonderful challenge and encourage others to fundraise too.
6. **Reminders** - Make sure you remind people regularly to donate (sometimes people forget!)
7. **Updates** - Keep your friends and family updated with your progress using messages, pictures and videos at key milestones, for example when you hit certain distances.
8. **The final push** - As you reach the last leg of your challenge make sure to update all of your crowd.
9. **Thank you's** - Send a thank you message to all of your supporters, you never know they may support you again further down the line.

## An Example Email:

Below are some example messages you can use to promote your fundraiser. Please feel free to change this or write your own to suit your challenge.

Hey xxx,

How have you been? **(add your own personal message)**

This month I have decided to cycle the distance of London to Paris which is 284 miles! As part of this I will be raising money for @GuidepostsUK in their Global Challenge to support all of the great work they do in helping the local community by running a range of services and activities focused on helping people to achieve their potential, regardless of their circumstances. They believe that all people should be equally valued and have an equal chance to live the best life possible and I very much share this belief.

It's a great cause and I know you also love a challenge, so if you are up for it, i'd love you to join me and we can see who gets there first! You can find out more here:

<https://guideposts.org.uk/global-challenge/>

Alternatively, you may like to support me in my challenge by sponsoring me. You can find my fundraising page here **(Enter your Crowdfunder fundraising link)**.

**(add a personal message to end the email)**

Thanks,  
xxx

## An Example Tweet:

This month I am taking part in the @GuidepostsUK Global Challenge and fundraising for this great charity by **(e.g. cycling the distance of London to Paris which is 284 miles!)** Any support and donations you can give would be greatly appreciated! Wish me luck!!  
**(Enter your Crowdfunder fundraising link)**

## An Example Facebook Post:

This month I am **(e.g. cycling the distance of London to Paris which is 284 miles!)** For this I will be raising money for @GuidepostsUK Global Challenge to support all of the great work they do in helping the local community by running a range of services and activities focused on helping people to achieve their potential, regardless of their circumstances. They believe that all people should be equally valued and have an equal chance to live the best life possible.

Any support and donations you can make would be greatly appreciated! I will keep you updated on how I go. Wish me luck!!

## Tip: Use Visuals

Include a picture or video of you training for your challenge with your messages to show your potential supporters that you mean business!

If you get stuck at any point, just email us on [fundraising@guideposts.org.uk](mailto:fundraising@guideposts.org.uk)

# Now it's time to get started!

## We can't wait to see your progress!