



FUNDRAISING GUIDE

Steps for Fundraising Success

Thank You for considering organising a walk for water to raise money and provide safe clean water to people in need around the world. We trust you will find the following guide helpful as you plan and go about your fundraising.

Understand the water crisis

Visit [Samaritans-purse.org.uk/water](https://www.samaritans-purse.org.uk/water) to understand the dirty water problem and the solutions that you enable us to provide..

Get ready to fundraise

💧 **Take a look at our Fundraising Ideas for some inspiration.** We have suggestions for all sorts of events you can do, either alone or with a group of friends from your church, school or workplace. You might want to do something that is physically challenging like running, walking, hiking or swimming. Or, if you want to do something more social, why not host a coffee morning, or a bake-off event or a night-in with friends. For everything you need to know visit our Fundraising page at [Samaritans-purse.org.uk/water](https://www.samaritans-purse.org.uk/water)

💧 **Set up your giving page to start fundraising.**

Samaritan's Purse UK is registered with www.facebook.com/fundraisers, www.justgiving.com or www.virginmoneygiving.com which makes it easier to set up a giving page. You can personalise your page by adding your story, how much money you aim to raise, add some photos and link one or more of our videos to your giving page. Don't forget to prepare a short thank you message for your supporters – they will receive this message automatically after they have made a donation. Use the tools available in JustGiving or VirginMoneyGiving to share your giving page with your friends and see donations coming in.



💧 Water bottle labels.

One way to encourage your friends or family to support you is to offer them the opportunity to collect loose change in a recycled water bottle. Visit Samaritans-purse.org.uk/water to order as many bottle labels as you need.

💧 Sponsorship form and paying in form.

Please download our sponsorship form to get support from your friends. You can also download our paying-in form and use it to send the money you raise to Samaritan's Purse. When using your sponsorship form always make sure that every sponsor completes it fully – providing their full address details (including house number or house name and postcode) and ticking if they can Gift Aid their donation. Any cheques are payable to Samaritan's Purse UK, and please keep any cash secure.

Promoting your event

Make use of our social media / web banners which can be downloaded from Samaritans-purse.org.uk/water. Share photos and stories from the Samaritan's Purse UK Facebook page or Twitter feed to keep your friends and supporters informed.

If you are going to do a physical challenge event like a sponsored run, walk or a swim, keep your sponsors and potential sponsors informed by sending short updates on how your training and fundraising is going.

💧 On Facebook: Please tag SamaritansPurseUK on your posts, or share it on our page:

<https://www.facebook.com/SamaritansPurseUK>

💧 On Twitter: Tweet us twitter.com/SampurseUK

💧 On Instagram: [@SamsPurseUK](https://www.instagram.com/SamsPurseUK)