



Fundraising Plan

Road to £2000

**St John
Ambulance**






Why fundraise

St John Ambulance is a non-profit organization that provides first aid, healthcare, and support services during emergencies and disasters. Fundraising for St John Ambulance can help support our life-saving work, purchase necessary medical equipment and supplies, promote first aid education, and recruit and train more volunteers. Supporting St John Ambulance through fundraising can make a positive difference in the lives of those in need and your donations could help to save a life.

This plan

This £2000 fundraising plan is an example of how you can hit and even exceed your target. Although £2000 may sound like a lot of money, breaking it down into 16 week plan will make it much more achievable...you will only need to fundraise £125 a week.



Importance of fundraising pages

Fundraising pages are an essential tool for raising funds for an event. Here are some reasons why:

- Convenience: Fundraising pages allow supporters to make donations quickly and easily from anywhere in the world.
- Customization: Fundraising pages can be customized with images, videos, and personalized messages that help engage and inspire supporters.
- Sharing: Fundraising pages can be shared through social media, email, and other channels, enabling you to spread the word about the event and encourage others to donate. This can help to expand the reach of the event and increase the number of donations received.

wk	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	Set Up JustGiving / Enthuse Page (share your story, connect to strava etc)	If you are comfortable start filming your journey in order to be able to create tik tok post on marathon week (you can also share these as you are filming them)	Reach out on social media to introduce your fundraising goal and ask for donations				Post a thank-you message on your social media to thank the supporters who have donated so far
2	Share a video on social media explaining why this charity and fundraising goal are important to you		Host a bake sale at your office, local community center to raise funds		Reach out to local businesses to ask for donations or sponsorship		
3	Reach out to friends of friends via social media, email, or phone to request for their support				If you haven't already make sure to check with your employer on there matching schemes		Post a video on social media updating your supporters on your training and fundraising progress
4		Share your fundraising page and donation updates on LinkedIn to reach out to professional contacts			Host a charity auction, where people can bid on items donated by local businesses or individuals		Host a virtual marathon or fitness challenge and encourage your supporters to participate and donate

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5	Ask your friends and family to share your fundraising page on their social media platforms		Send a personalized email to previous donors asking for additional support			Host a charity quiz night or trivia competition	
6		Approach local radio stations or newspapers to feature your fundraising story		Post a picture of you training for the marathon on social media and include a link to your fundraising page		Host a charity yard sale or garage sale	
7	Share your fundraising journey on Instagram and use hashtags to reach a wider audience			Share a story about the charity you are fundraising for on your social media platforms		Join Facebook community pages, post about your story, include your fundraising link	
8		Ask your workplace to support your fundraising efforts through a donation or sponsorship			Host a charity raffle with prizes donated by local businesses or individuals	Set up a charity stand at a local event	

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9	Ask your local sports club to support your fundraising efforts through a donation or sponsorship		Share your fundraising journey on Twitter and tag relevant influencers or organizations to increase visibility				Send a personalized thank-you note to your donors
10	Create a guess your running time competition, £5 donation to guess your finishing time, share on social media		Host a bake sale at your office, local community center to raise funds		Reach out to local businesses to ask for donations or sponsorship		
11	Reach out to friends of friends via social media, email, or phone to request for their support		Post a video on social media updating your supporters on your training and fundraising progress			Share a testimonial or story from someone who has been impacted by the St John Ambulance	
12 (event week)		Share your fundraising page on all of your social media pages		If you did so share your short video clips on tiktok, include your fundraising page link on your bio and comments		1 day before marathon day, make sure to let everyone know what you are doing, your nerves and a photo of you at the Running Show, with your running number	EVENT DAY (wear your NFC wristband ask people to scan)

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13	Share your time on social media and share the emotions which you was feeling on the day			if you took pictures of marathon day make sure to share these with your fundraising link		Host a post-marathon celebration event, to thank your supporters and donors for their contributions. You can also give a speech to share your experience and the impact of their donations on the charity.	
14			Share a post on social media of the work what St John Ambulance do with a link to your fundraising link			Host a charity auction	
15		Use a fundraising scheme such as Krispy Kremes charity scheme		If you haven't already make sure to check with your employer on there matching schemes		Get crafty and then sell the items you've made at a craft fair	
16	Share a fundraising milestone on social media and thank your supporters for helping you get there					One last thank you post on social media	YOUVE RAISED £2000

Good luck with your event!

Thank you again for fundraising in aid of St John Ambulance. Our fundraising team is here to support you. Whether it's chatting through ideas or ordering your fundraising materials contact us at events@sja.org.uk.

