

# Creative fundraising ideas

The AJ Bell Great North Run is a brilliant opportunity for good causes and we know charities are always looking for ways to maximise fundraising. That's why we've compiled a handy list of tips to share with your fundraisers to help them raise more, from quick wins to creative ideas.

## 1 Quick Wins

Perfect for those short bursts of time

- ✓ **Set up their Enthuse fundraising page**  
Encourage fundraisers to personalise their page with a photo and their story about why they're taking on this incredible challenge for your charity. A personal touch can make a huge difference.
- ✓ **Match funding**  
Ask fundraisers to check with their employers to see if they offer matched funding, this would effectively double contributions.
- ✓ **Share a QR Code**  
Fundraisers can share their fundraising page's QR code so people can easily donate without having to search for the page.
- ✓ **Adding the fundraising link to an email signature**  
Encourage fundraisers to include a link in their email signature to make it easy for people to donate.
- ✓ **Post updates**  
Fundraisers can share regular updates of their training on social media to keep supporters engaged and remind them of their fundraising progress.
- ✓ **Keep sharing!**  
Remind fundraisers to ask their friends, family, and colleagues for support to help them reach their goal! It's fine to keep asking!

## 2 Creative Fundraising Ideas

Fun fundraising ideas that only take a few hours or less

- ✓ **Hosting a Film Night**  
Fundraisers can invite friends over for a movie night and ask them to donate the cost of a cinema ticket. Lights off, popcorn out, and comfy seats!
- ✓ **Organising a Bake Sale**  
Fundraisers can put their baking skills to use and sell their delicious creations to boost their fundraising efforts.
- ✓ **Donations as a gift**  
Encourage fundraisers to ask friends and family to donate to their fundraising page instead of giving Christmas or birthday gifts.
- ✓ **Auction off promises**  
Can your fundraisers auction off some good deeds for the highest donation? Dog walking, gardening or car washing perhaps? Or maybe tea and coffee duty in the office.

## 3 Impactful Events

A whole day dedicated to fundraising fun

- ✓ **Dress Up/Down Day**  
Organise a dress-up or dress-down day at work, university or social clubs, participants can donate to join in.
- ✓ **Hosting a raffle**  
Fundraisers can reach out to local businesses for prize donations and organise a raffle to raise funds for your cause.
- ✓ **Organising a Quiz Night**  
Fundraisers can host a quiz at a local venue or online, charging an entry fee. Include a raffle to raise even more!
- ✓ **A running courier service**  
Fundraisers can combine their training with fundraising by offering to deliver items within their community during runs in exchange for donations.