



# Walking Back to Happiness: Fundraising Tips

Firstly, a HUGE THANK YOU, for signing up to our Walking Back to Happiness fundraiser. We are thrilled to have you on board and cannot wait to get started! Your support means that we can continue to fund crucial services and activities for older people across Herefordshire & South Worcestershire; specifically our new Connected Communities project. If you have not signed up yet, you can register through our website.

Walking Back to Happiness will begin on 1st October 2024 and can be completed at any point throughout the month. Giving you plenty of time to get sponsors together and finalise your walk ideas. In the meantime, you will find some useful information below to help get you started and promote your efforts.

## Getting started

### *Your Enthuse fundraising page*

After you have registered on Enthuse, you should receive an email to let you know that your fundraising page is ready to go (check your junk folders as it may have landed there). Use the links and instructions in that email to go to your very own customisable fundraising page.

**Customise your page:** you can edit your page description, upload a profile photo, set targets/goals, and make donations towards those targets. We highly recommend that you complete this customisation as it gives your fundraising a personal appeal and yields greater success.

**Share your page:** your fundraising page will have a unique URL, this is a great way in which you can share it with friends, family, colleagues, and the world! When an individual visits your page, they will be able to get involved with your fundraising and even register for the event themselves!

**Pay in funds:** with your Enthuse fundraising page, everything happens automatically: the money you have raised will be sent to us, Gift Aid collected, and sponsors thanked – we recommend that you also send thanks to your sponsors as and when. If you have cash or cheques to pay in, bank them and pay into your own fundraising page with your debit card.

## Where will the money go?



### *Connected Communities*

All the money raised will go towards supporting our aim to develop and deliver our Connected Communities across Herefordshire & South Worcestershire.

We will be working with older people to create a vibrant range of activities to reduce loneliness and isolation.





## Spread the word!

Let your friends, family and colleagues know what you have planned, and how you are helping our cause. Keep them updated with how preparations are going and, of course, how they can make a donation!

### Get social - #WB2H



Social media is a great tool to let everyone know about your fundraising. Use your personal channels (Facebook, Instagram, X (formally Twitter), TikTok, etc...) to inform your followers and your local community about what you are doing to raise money and the incredible difference you are making.

We would also love to hear and see how you are getting on throughout the event and would love to help promote your efforts. So, make sure that you tag us in any of your posts [@ageukwyvern](#) and use the hashtag [#WB2H](#).



### Local businesses



Pop into your local shop, village hall or any other community venues to ask if you can display some promotional materials for your fundraising walk.

Should you need a branded template, with space to handwrite your message, you can download one from our website. If you would like us to digitally compile one, please do contact us with your promotional information, to request a copy.

### Local media



If you are planning a larger walking event, you may wish to get in touch with some local media for a shout out - think local newspapers, radio stations or even parish magazines/newsletters!

## Need help or have some questions?

Send an enquiry to the following email address: [ryan@ageukwyvern.org](mailto:ryan@ageukwyvern.org)

