

Getting the most out of your fundraising



You have decided to do something amazing and fundraise to help children and young people with eczema. Now what to do next?

- 1. Set up a fundraiser**
Set up a fundraiser on JustGiving or Facebook (or both!) If you have any difficulties with either platform please contact us on **info@eos.org.uk**
- 2. Tell EOS**
We love fundraisers and we are more than happy to help. We can share your fundraising on our platforms. We have EOS branded running vests and other merchandise that might be useful. If there is anything you would like us to assist with please contact us on **info@eos.org.uk** for a chat.
- 3. Tell the world**
You are doing something great, so share it. Use social media, email, posters, carrier pigeon – anything you can think of. The more people know about your efforts the more people have a chance of donating. If you feel uncomfortable asking straight out for donations, then make progress updates to share what you are doing. Remember to always include the link to your fundraising page!

4. Make it personal
You probably chose to fundraise for EOS because you know what impact eczema can have on a child's or young person's life. Let people know why this is important to you.

5. Set yourself a target
It can help nudge people to donate and gives a good reason to update everyone on progress. If you hit the target early on you can always increase it.

6. Match your money
Some companies will support employee fundraising efforts through Corporate Social Responsibility Programmes and match fund what you are able to raise. It is always worth asking!

“ We were near desperation when we found EOS. Thanks to them we are now confident and knowledgeable and our son's eczema is under control. ”
- An EOS member

