


# FUNDRAISING GUIDE

Thank you for taking part in **60 for Sixty** in support of **Kidney Wales**. Fundraising can be simple - small donations and easy ideas can make a big difference. Here are some quick tips to help you raise money and spread awareness throughout your challenge.


## Start With Your Story

**You don't need to share anything deeply personal - simply explain:**

- Why you chose to support Kidney Wales
- What challenge you're taking on
- Why the cause matters to you



People are more likely to donate when they understand why you're taking part.



Having a target makes it easier for people to support you.

## Set a Simple Goal

**Ideas include:**

- Raise £60
- Ask 6 people to donate £10
- Raise £6 every week
- Reach 60 supporters or shares online

**Share Your Fundraising Page Early**  
**Don't wait until you've started your challenge.**

### *Sharing your page early:*

- Builds momentum
- Helps people follow your journey
- Gives supporters more time to donate

### *Remember to include:*

- A photo
- Your challenge details
- Your fundraising target

## Use Social Media

*Posting updates online is one of the easiest ways to encourage support.*

### You could share:

- Why you signed up
- Photos during your challenge
- Milestones and progress
- Thank-you messages

### Suggested hashtags:

- #60forSixty
- #KidneyWales60
- #60YearsOfKidneyWales



**Don't forget to tag Kidney Wales.**

## Make It Easy for People to Donate

*People are more likely to give when donating feels quick and simple.*

### Helpful ideas:

- Add your fundraising link to posts and messages
- Use a QR code on posters or sponsorship forms
- Mention suggested amounts like £6 or £10



## Ask Friends, Family & Colleagues

*Most donations come from people you already know.*

### Try:

- Sending a WhatsApp message
- Sharing your page in group chats
- Asking your workplace to support you
- Mentioning your challenge in person

*Not everyone likes donating online and that's okay.*

### You can also:

- Use a sponsorship form
- Hold a bake sale or coffee morning
- Collect donations at work or school
- Organise a raffle or quiz





## Keep Supporters Updated

*Sharing updates keeps people engaged and encourages more donations.*

### Examples:

- "Halfway there!"
- "Just completed my first 20 miles"
- "Thank you for helping me reach £60"

*Photos and short updates work really well.*

## Say Thank You

*Always thank people for their support.*

A quick message, comment, or social media post helps supporters feel appreciated and encourages future support for Kidney Wales.

Thank You!

## Remember Why You're Doing It

*Every pound raised helps support people and families affected by kidney disease across Wales.*

### Your fundraising helps Kidney Wales continue providing:

- Patient and family support
- Awareness and education
- Wellbeing initiatives
- Research and innovation
- Organ donation awareness

*Thank you for being a part of 60 for Sixty and helping make a difference.*

