



FUNDRAISING TIPS & ADVICE

Thank you for supporting the Stephen Lawrence Day Foundation. Your fundraising helps remove barriers, unlock potential and create opportunities for young people across the UK.

KICK-START YOUR FUNDRAISING

Getting started is often the hardest part. Here are some simple ways to build momentum:

- Personalise your JustGiving page with a photo and your story. Share it regularly.
- Recruit friends, family or colleagues to fundraise with you.
- Set a clear target to stay motivated.
- Share why this matters to you, people give to people.
- Use our fundraising resources to help promote your activity.
- Celebrate progress along the way.

TIPS FOR FUNDRAISING ONLINE

Online platforms make it easy to spread the word:

- Add your fundraising link to your email signature.
- Share updates regularly on social media.
- Don't be afraid to remind people, life gets busy.

TOP TIP: PROBLEM, SOLUTION, ASK.

This simple structure helps make your message clear and compelling.

Problem: Too many young people face barriers to opportunity and career progression.

Solution: The Foundation removes these barriers through education, mentoring and partnerships.

Ask: Support my fundraiser to help create opportunities for young people.

THE DO'S AND DON'TS OF FUNDRAISING

DO 	DON'T 
Use positive examples of impact (e.g. £100 could support travel for a young person attending a university interview)	Guilt people into donating.
Speak confidently and with purpose	Use negative or overly emotional language
Keep your message clear and focused	Overcomplicate your message

FUNDRAISING IDEAS

Not sure where to start? Here are simple ways to begin your fundraising journey:

- Host a bake sale or community event
- Organise a raffle or auction
- Take on a physical challenge
- Sell handmade goods or creative work
- Ask for donations instead of gifts
- Partner with your workplace for matched giving
- Run for Team SLDF in the London Marathon

PLAN YOUR FUNDRAISING JOURNEY

Break your target into monthly milestones to stay focused and motivated.

- Month | Activity | Amount Raised | What Worked | What Could Improve | Next Goal
- Track your progress and build momentum each month

EVERY ACTION BUILDS OPPORTUNITY

EXAMPLE FUNDRAISING CALENDAR

See how your fundraising can grow over time with a simple plan:

MONTH	ACTIVITY(IES)	MONTHLY TOTAL	WHAT WENT WELL	WHAT COULD HAVE GONE BETTER?	CUMULATIVE GOAL
1	Launch fundraiser + share story on social media	£150	Strong support from friends and family	Could have posted more consistently	£500 total
2	Workplace fundraiser (dress down day / donations)	£350	Great engagement from colleagues	Needed clearer donation link	£1,000 total
3	Take on the 22 Challenge (22km, 22 days, or 22 acts)	£600	Challenge format motivated more donations	Could have secured sponsorship earlier	£1,800 total
4	Community event (e.g. football match / quiz night)	£900	High turnout and local support	Planning took longer than expected	£3,000 total
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Thank you for choosing to fundraise for the Stephen Lawrence Day Foundation. Together, we are building foundations that help young people not just to dream, but to thrive.



“Every Future Needs A Foundation”

The Stephen Lawrence Day Foundation is a registered charity supporting young people across the UK.

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