



Penelope's fundraising tips and tricks



Marie Curie

Care and support through terminal illness

Everything you need to know to make your Penguin Parade flipping fabulous!

Make the most of JustGiving.



- Personalise the page - tell everyone why you're getting involved.
- Add a photo to your page - it's proven to boost donations!
- Pages with targets are proven to raise more - you could base your target on one of the figures to the right or your fundraising targets poster.

Head to [justgiving.com/fundraising/tips](https://www.justgiving.com/fundraising/tips) for more ideas.

Spread the word



- Share your fundraising page with the parents and guardians via email, on social media or a flyer on the noticeboard.
- Film your fundraising activities or document them in a blog.
- Speak to local newspapers and radio stations about covering your fundraising.

Get in touch with your local fundraising team for more ideas.

What your donations pay for



- **£25** pays for a bereavement counsellor to support someone who's grieving for an hour.
- **£180** allows a nurse to provide expert care and emotional support for a full nine-hour shift.
- **£390** sponsors a hospice bed for a day, so someone living with a terminal illness can get expert care.

Share these figures on your JustGiving page, in emails to parents and guardians or on social media to encourage people to donate to your Penguin Parade!

Paying in your money



If you've used JustGiving to fundraise, your donations will already be with us!

You can also pay in your donations over the phone on 0845 052 4184 or by sending a cheque to Supporter Relations Team, PO Box 23897, 14 Links Place, Edinburgh EH6 9AB.

Make sure it's clear that the money you've raised is for Penguin Parade and include your school's or nursery's name so we can send you a thank you letter and certificate.