

# Buddy Walk 2022

## Ways to boost your fundraising

This May, you can be part of special, become part of a nationwide team of walkers who are raising money for Kaleidoscope Plus Group, transforming the lives of people living with poor mental health by simply walking every day with a friend or partner.

### Here are some fundraising tips...

- Tell your story. People are more likely to donate if they know why Buddy walk is important to you.

- Share the love. Every time you log your steps, or get a new badge, share it with your family, friends and colleagues – and encourage them to give.

- Match Funding. Could your employer match the money you raise through sponsorship? Many do – ask your line manager or HR department and you could raise so much more.

- Don't forget Gift Aid. Remind everyone who sponsors you to tick the Gift Aid box. If they're eligible, we can claim an extra 25p for every £1 they give – at no cost to them.

- Share your page around payday. This is when people feel most generous – so you'll probably get more people sponsoring you.