



PROMOTE YOUR FUNDRAISER

There are lots of ways to share what you're up to with everyone around you.

1 Social media

Social media is one of the most effective ways of sharing what you are doing with friends and family. Here are some of our top tips on how to use it to promote your challenge.

- Share your story. Be really honest about why you have chosen to fundraise and why the persecuted church matters to you. The more authentic you are, the more you'll engage your friends.
- Post regular updates. Include maps, livestreams, training plans, recipes, action shots of the prep stage - this will help your followers to feel that they are sharing the journey with you.
- Update your photos regularly. Whether it's the cakes you're baking or your battered shoes at the end of your training run, keep your photos simple with a clear focal point.
- Share the link to your fundraising page – as part of your email signature, in your profile pictures and as part of your posts.
- Encourage your followers to interact with you by posting questions, e.g. "When I reach £500 should I dye my hair green, blue or purple?"
- Use relevant hashtags to connect to a wider audience.

- Keep your posts short. Little and often is best.
- Tag us using @opendoorsuk. We love to see your posts!
- If you are hosting an event, use Facebook's 'create an event' tool to invite friends.
- Encourage your followers to share your posts with other friends to spread the word even further.

2 Local networks

Which people do you see regularly? It might be work friends, your small group, church or neighbours. Share what you are doing and why. Offer to speak in church or over lunch at work. Maybe your friends will even join you in your challenge or offer to help you out!

3 Local newspapers and radio

Appearing in the local media is a great way of getting publicity. Contact your local radio station or newspaper and let them know what event you're holding, when, where and why. Download our [press release template](#) to help you. Do let us know if your story is featured anywhere!