

# SWIM22

## WAYS TO BOOST YOUR FUNDRAISING

By taking on Swim22, you're not only swimming towards a healthier you – you're also supporting Diabetes UK and our mission to create a world where diabetes can do no harm. Here are some fundraising tips...

- **Tell your story.** People are more likely to donate if they know why Swim22 is important to you.
- **Share the love.** Every time you complete one of your miles, 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.

### How to send in your money

The best way to get sponsorship is through your Swim22 page. It's so easy to share and all the donations come directly to us.

If you've collected cash donations please don't send these to us in the post. Pop them into your bank account, then send us a cheque made payable to 'Diabetes UK'. Make sure you include your full name and postcode so we know who sent it.

Post your cheque and sponsorship form to:

**Swim22 Team**  
**Diabetes UK**  
**Wells Lawrence House**  
**126 Back Church Lane**  
**London**  
**E1 1FH**

Or to pay over the phone, call us on  
**0345 123 2399**

**DIABETES UK**  
KNOW DIABETES. FIGHT DIABETES.

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# LET'S GET FUNDRAISING



