

Dawn Walk 2021

Let's get fundraising!

Every pound you raise as part of your Dawn Walk can help fund Samaritans' vital work in emotional support and suicide prevention.

We've pulled together this quick guide to help you get started with fundraising, but we'd love you to get creative and find your own ways to fundraise too!

The easiest way to raise funds

You can get sponsored for your Dawn Walk challenge. All you need to do is set up a page online or print off a form.

It's proven that personalised online fundraising pages raise more money, so don't forget to add some background about yourself and explain why you're taking part, plus add a photo too. Make sure you say why Dawn Walk is a challenge for you... Is it the distance, or the fact you have to get out of bed super early?

Here's some suggested wording to get you started:

I'm taking on Dawn Walk for Samaritans. On Saturday 18 September, I'll be getting up at [insert time] and walking [insert distance], along with thousands of others across the country.

I've chosen this challenge because Samaritans is such an important cause. They're there to provide emotional support to anyone who's struggling to cope, day and night, 365 days per year. [insert further detail if you wish].

Please donate today and help me reach my fundraising goal of [insert amount].

As well as asking people to donate to your challenge, you could encourage them to take part too, wherever they are in the UK



Get sharing

- Don't be shy! Tell your friends, family and colleagues about Dawn Walk and why you're doing it, and don't forget to include a link to your fundraising page. There are loads of different ways you can share – WhatsApp, Facebook, Twitter, email, voice notes or video messages – whatever works best for you.
- Make the most of the free resources on our website – you can download Dawn Walk pictures and share them with a link to your personal fundraising page. There are also posters and social badges, so you can mix it up each time you post.
- Include a couple of facts about how your fundraising can make a difference eg, Just £5 could help Samaritans answer a call for help.



£5 could help us answer a call for help that could save a life

Treat yourself

Visit our online shop and pick up a Samaritans t-shirt, bandana or water bottle to use on the day.



£24

could help train and support Samaritans volunteers, so people aren't left to struggle alone

Get your company involved

Employers often offer matched giving, which is an easy way to double your fundraising! They might also make a donation to your page, so don't forget to ask them to get involved.

Make your first donation count

Find someone generous to be your first sponsor, so that others will be more likely to match their amount. Donating to your own page is also a great way to get the ball rolling... in fact, people who donate to their own online page raise over 120% more on average!



Other ways to raise funds

If you find it hard to ask for sponsorship or want to raise money in other ways, that's fine! Here are some ideas to inspire you:

- **Hold a breakfast party** when you finish your walk – grab some croissants or cook up some treats, then offer portions to friends, family and neighbours in exchange for donations.
- **Have a quiz night** the week before your walk, and ask people to pay to take part. You could even theme the questions around sunrise eg, where's the first place in the world to see the sunrise each day?
- **Trade your time** and ask people for donations in exchange for your skills – whether it's mending clothes, fixing a bike or cooking them a meal – have think about what you could do.
- **Get baking** and ask for donations in exchange for slices of cake – yum!



Don't forget to tell us how you're raising funds, by sharing your activities on social media with #DawnWalk.



£75

could help us respond to 15 people through our online chat service



Paying in your fundraising

If you raise money offline, you can pay in by cheque, phone or bank transfer. Find out more at [samaritans.org/pay-in](https://www.samaritans.org/pay-in)



Please make sure all fundraising activity is carried out in line with current Covid-19 restrictions.

Supported by



SAMARITANS

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