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| **FUNDRAISING IDEAS** | |
| 1. | **Facebook Fundraising**  Facebook Fundraising is so easy! On the left-hand side of your Facebook page, scroll down and click on **Fundraisers**, this will take you to **Raise Money,** click on the option **Select Non-profit** and type **OcuMel UK** (ensuring the O and M are in capitals). On the left-hand side, you can add and change details such as: the amount you want to raise, how long it should run for, and change the title of your fundraiser to **“I Patch For”**. |
| 2. | **Instagram Fundraising**   * Go onto **Story** function * Scroll & press **Live** at the bottom of screen * Select **Fundraiser** and choose **Ocumel UK**   **Instagram Donate Sticker**   * Go onto **Story** function * Take an image or video * Tap the **Sticker** icon on the top right * Select donation sticker and choose **OcuMel UK** |
| 3. | **Donating by text message.**  Text giving can be an easier and more convenient way to ask for donations, via WhatsApp and social media. To donate, supporters should text "OMUK" followed by the amount they want to give (£1, £2, £3, £4, £5 or £10) to **70085**. For example, if you want to give £5 text **OMUK 5 to 70085**. Feel free to share this amongst your friends and family. |
| 4. | **Set up an “I Patch For” fundraising page on Virgin Money Giving.**  Set yourself a personal challenge or take part in a fitness challenge event with a group of friends whilst you fundraise. You could host a virtual event like a quiz night, the possibilities are endless! Go to [www.virginmoneygiving.com](http://www.virginmoneygiving.com)  search for OcuMel UK, click on our name then choose "Campaigns", click on “I Patch For 2021" then select "Start Fundraising". |
| 5. | **Ask your employer about Match Giving.**  Match Giving (or matched funding) is a simple way of maximizing your fundraising efforts. It is an informal corporate arrangement between a company and their employee. Not all companies offer matched funding but those that do will pledge a sum of money relating to the amount their employee has raised for or donated to the charity of their choice.  (We have a templated introduction letter ready for you to personalise, on request!) |