

HOW TO HOLD A SUCCESSFUL CHALLENGE EVENT

1. Choose your challenge

- Decide on a challenge that excites and motivates you! Whether it's a marathon, a cycling event, a skydive, or an obstacle course, pick something you'll enjoy. Visit our page to find your challenge: [Fundraise - Police Care UK](#).

2. Set up your fundraising page

- Create a [JustGiving page](#) to make it easy for people to donate.
- Personalise your page with your story, photos, and regular updates.
- Tell people how their donations will help make a difference.

3. Set your fundraising goal

- How much do you want to raise? Set an ambitious but achievable target!
- Let your supporters know why you're fundraising.
- Why not ask your employer if they offer matched fundraising to double your impact.

4. Get training

- Start preparing early to build up your fitness and confidence.
- Create a training schedule to help you keep on track and finish your challenge!

5. Spread the word

- Keep sharing your challenge on social media! Use pictures and videos to share your training milestones, to keep your supporters engaged.
- Tag friends, family, and colleagues – encourage them to donate and share your page.
- Remember to tag us, @policecareuk on your posts too!

6. Get support from the Police Care UK

- Contact our Fundraising Team at fundraising@policecare.org.uk for available resources and let us know about your challenge.
- We might feature your story on our website and social media!

7. Capture the moment

- Take pictures and videos on your challenge day.
- Share them with us – we'd love to celebrate your achievement!

8. After the challenge

- Thank everyone who supported you by letting your donors know how much you raised and how it will help.
- Celebrate your incredible achievement – you've made a real difference!

Thank you for your support!

Police Care UK

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