

Spring into Action

1-30 April



Fundraising Guide

Welcome!

Thank you for signing up to Spring into Action!

We're so grateful to have you join Team Age Scotland. The money you raise will fund vital services and help us be there for vulnerable older people when they need us most.

Every week we receive hundreds of calls from older people looking for support. Many are lonely and isolated and just want to hear a friendly voice. We listen, provide comfort and friendship and let them know someone cares. With your support we can continue to be there for older people in need.

In this pack you will find everything you need to Spring into Action and how you make the most of your fundraising efforts.

We're here to help so if you need anything else, please get in touch at fundraising@agescotland.org.uk

Thank you and good luck!



Getting started

There are lots of way you can take part in Spring into Action and raise vital funds for Age Scotland. Whether you walk 5 miles, 10 miles, or achieve something inspiring, you will be fundraising for older people in Scotland.

Action ideas

- Walk around an iconic building that you see on your daily walk
- Run along a beach close to home
- Run or walk up and down your stairs
- Walk laps around your garden
- Jog around your local park
- Climb a local hill or mountain

Maybe this is the time for you to challenge yourself.

The most important part is to make sure you do this action everyday throughout the month of April.

Please ensure you are following local authority and government advice.



Getting started

There are lots of reasons why you should take part and raise vital funds for Age Scotland.

- In memory of a loved one
- In lieu of a celebration
- To get moving and be healthier
- Just to put a smile on an older person's face

If you've not already set up your Enthuse page please visit age.scot/springintoaction to register today or get in touch with the fundraising team if you need a hand.

Once you're all set up you can watch the donations roll in on your very own fundraising page.



Why have you decided to fundraise for Age Scotland?

We would love to hear about why you chose to join #TeamAgeScotland for Spring into Action.

Would you like to thank someone who supported you or a family member during the pandemic, in memory of a loved one, or just because you want to see how much money you can raise for older people in Scotland?

We can't wait to read your stories and see your photos on social media, please tag us on:

- Facebook
- Twitter
- LinkedIn
- Instagram



If you have a special story to share please get in touch by emailing fundraising@agescotland.org.uk.



Fundraising assets

Suggested posts for you to share on social media:

- I'm taking part in Spring into Action for Age Scotland by XXX, please donate to help Age Scotland support vulnerable older people.
#SpringIntoAction #TeamAgeScotland
- I'm raising funds for Age Scotland by taking part in Spring into Action and XXX everyday throughout April. Can you spare £5 to fund a friendship call to a lonely older person in Scotland?
#SpringIntoAction #TeamAgeScotland
- Just £5 funds a friendship call to a lonely older person in Scotland. I'm taking part in Spring into Action to raise funds to support the vital services Age Scotland provides. To help them be there for vulnerable older people when they need them most. #SpringIntoAction #TeamAgeScotland



Get in touch

Our fundraising team are here to help you along the way:

- By email at fundraising@agescotland.org.uk.
- By telephone on 0333 323 2400.
- By post to

The Fundraising Team
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