

YOUR FUNDRAISING TOOLKIT

AER ARANN ISLANDS LEATHMHRATÓN HALF MARATHON



GO THE EXTRA MILE FOR PATIENTS

Welcome to your **Aer Arann Islands Half Marathon Fundraising Toolkit** with all the top tips, ideas and fundraising support you need to make your fundraising a huge success. We are delighted that you will be joining us on the island for more ceol, craic and camaraderie! Thank you for your support - we hope that you have a wonderful time on Inis Mór in 2025!

Go n-éirí libh!



GETTING YOUR FUNDRAISING STARTED

Get up and running in three easy steps and start raising vital funds for patient care in the Mater Hospital!



1. Make sure that your fundraising page is personalised on Eventmaster. Pop in some information about the event and the cause and tell the world why you're taking part in the Aer Arann Islands Half Marathon this spring!



2. Stuck at zero raised? No problem! Donate to your own page to get the ball rolling and to encourage others to do the same!



3. Share the link to your fundraising page far and wide. Pop it up on social media, share it on Whatsapp with your friends and family and see the donations come in!

#INISMORHALFMARATHON



TOP TEN FUNDRAISING TIPS!



1. GET YOUR EVENTMASTER PAGE SET UP

Make sure your fundraising page is in tip-top shape with all the information about the half marathon. Let everyone know why this cause is important to you and the difference it will make.



2. SHOUT IT FROM THE ROOFTOPS

Keep an eye in the Inis Mór Facebook group for shareable graphics, images and info that you can use on your own channels to get the word out about your fundraising!



3. GO OLD-SCHOOL

Prefer to do your fundraising offline? Email the team at fundraising@materfoundation.ie to get a sponsorship card. **Please ensure to return this card to our offices, whether or not you have used it.**



4. PROMOTE

Need an event poster to make a splash in your office or community and let everyone know how they can donate to support you? Just email the team to get a printable copy!



5. SET YOUR PERSONAL TARGET

Make sure to update your own personal fundraising target on your page, if needed. Ask family, friends and colleagues to contribute!



6. HIGHLIGHT THE EVENT

Add the half marathon logo to your Whatsapp profile, pop it in your email signature or as your social media profile pic so that everyone you talk to knows about your fundraiser.



7. MAKE IT EASY TO SUPPORT

Your friends and family members have busy lives and may forget about sponsoring you. Make it easy for them by keeping your fundraising link handy on your phone to share!



8. GO SOCIAL

Upload your training photos and updates with the tag [#inismorhalfmarathon](https://www.instagram.com/explore/tags/inismorhalfmarathon) to your social media accounts and ask your family, friends and colleagues to share on your behalf!



9. TAKE IT TO THE GROUP

Take part in the Facebook group, ask questions and find out what fellow participants are doing to raise funds. You will pick up some great ideas and make some new pals along the way!



10. SAY THANK YOU

Don't forget to say a big thank you to everyone who supports your fundraiser and ask them to share it with their own networks!

WE'RE HERE TO SUPPORT YOU!

Have a question? Need some support with your fundraiser? Get in touch with the team here in the Mater Hospital Foundation - we're here to support you every step of the way!

You can contact Angi in Marathon HQ at amcnulty@materfoundation.ie. Thank you for being there for our patients!

