

Welcome to Clan Aberlour!



Thank you for signing up to join Clan Aberlour and raise funds for Scotland's most vulnerable children and young people. In this pack we'll provide you with tips to help raise as much money as possible from your challenge.

Our Top Tips

Set a target on your fundraising page and if you meet it quickly – raise it!

Embed your fundraising page link in your stream, making it simple for your followers to donate.

Post regularly on your social media. Remind followers of your challenge and encourage them to join you.

Fundraising as a team? All team members can connect to the same fundraising page.

Set challenges for fundraising milestones such as streaming in a costume, eating something you don't like or killing your character!

Involve your supporters by letting them choose a game, skin, avatar or temporarily influence your content when they donate a certain amount.

Make sure you, and your followers, take regular breaks away from the screen while you're streaming.

Why we need your help?

Thousands of children and young people living in Scotland are experiencing significant levels of poverty. Now, more than ever, even more families are struggling to put food on their tables, heat and light their homes and meet their most basic needs.

This is your opportunity to ensure those who are really struggling right now get the vital support they need.

Thank you for joining Clan Aberlour.

The difference your donations will make

£10 could provide warm clothing to keep a vulnerable child cosy and dry

£25 could allow a family to heat and light their home

£50 could ensure a family of four don't go hungry this week

£100 could offer families essential bedding to ensure their children feel safe and warm

Let your supporters know how their donations will help

Use the information above throughout your stream to remind your followers why you are fundraising for Aberlour. Letting them know how their donations are going to directly impact vulnerable children will encourage them to give more!

If I can support you in any way with your fundraising, or you have any questions, please don't hesitate to get in touch.

Abby Parkhouse, Regional Fundraiser

T: 07730 195164

E: abby.parkhouse@aberlour.org.uk

Join our Clan Aberlour Discord: <https://discord.gg/HCR6adnvFF>

Thank you so much for your support!

aberlour.org.uk

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Scottish Charity no: SC007991
Registered Head Office: Kintail House, Forthside Way Stirling, FK8 1QZ

