

Sponsored Playlist Guide

A sponsored playlist can be a great incentive for people to donate, and to encourage people who have already donated to give again!

Getting started

- Create a public Spotify playlist that your friends can view
- Set yourself a target and a deadline (e.g. that you want to raise £200 in the next 2 weeks).
- Share your fundraising page on social media, explaining that everyone who donates a set amount (e.g. £5) before your deadline can choose a song that will go onto your playlist - which you must then listen to during your run/challenge!

Sharing your playlist

- When posting on social media, share updates of the total amount raised in order to keep your audience engaged and to avoid repeating yourself
- Give examples of the kind of songs that people have chosen so far, or even encourage people to listen to the playlist themselves! Don't forget to thank all of your donors!

Top tips

- Consider extra incentives. For example, you could say that anyone who donates £20 can add an entire album to your playlist.
- Please note that we are not responsible for any damage caused by listening to Cotton Eyed Joe on repeat (or whatever songs your 'friends' choose for you!)



Matt raised £220 from his sponsored playlist!

- Matt, Kilimanjaro