

17–23 August 2020

Thank you for taking part in the Fit for Lit Challenge and for helping to level the playing field for disadvantaged children.

Every penny raised from your challenge will help support the literacy of children who have been most seriously affected by COVID-19. In this guide, you will find plenty of hints, tips and ideas to boost your fundraising!



Changing life stories

Set up your online fundraising page

- Join our other incredible fundraisers and set up a **JustGiving** page
- **Tell your story:** Tell your supporters about the National Literacy Trust, the Fit for Lit Challenge and why you have decided to fundraise. There is some copy at the end of this guide if you need some inspiration.
- **Add a photo:** Make it personal! Your supporters will be more generous if they can see a friendly face.
- **Set a target:** People with a target on their page raise significantly more than those who don't. Don't be afraid to aim high!
- **Keep up-to-date:** Post photos of your challenges and thank your supporters as you go.

Download our Fit for Lit Challenge sponsorship form

- Download and print our Fit for Lit Challenge **sponsorship form** to raise money offline.
- Ask friends and family to sponsor you.
- Collect your fundraising and make a donation on our **website**
- You can also do a bank transfer, pay by card or send us a cheque. Drop us an **email** and we'll tell you how.

Spread the word

- The more people who know about the Fit for Lit Challenge, the more children we can support. Tell your friends and family that you are taking part in the Fit for Lit Challenge and raising money for the National Literacy Trust, and why not nominate them to take part too?
- Share your photos on social media using the hashtag **#FitForLit**. Don't forget to link to your JustGiving page!
- Tag **@literacy_trust** on Twitter and Instagram and 'National Literacy Trust' on Facebook.
- Email your friends and family about your challenge.
- People will love to see your challenges, so don't be afraid to post regular updates. There are a few example posts at the end of this guide if you need some inspiration.



FIT FOR LIT CHALLENGE

#FitForLit

The impact of school closures shouldn't last a lifetime. Thank you once again for taking part in the Fit for Lit Challenge and for making sure that no child is left behind.



Changing life stories

Inspiration for your fundraising page or email

I am taking part in the National Literacy Trust's Fit for Lit Challenge to help level the playing field for disadvantaged children who have been most seriously affected by COVID-19.

COVID-19 is set to have a disastrous impact on the literacy and life chances of our most disadvantaged children. The literacy gap between disadvantaged children and their peers is expected to skyrocket, with widespread school and library closures limiting many children's access to learning and books. This could hold them back for the rest of their lives – unless we act now.

I am taking on the Fit for Lit Challenge by *[enter your challenge]*, and raising money to help the National Literacy Trust support the literacy of disadvantaged children and help them catch up with their peers when schools go back. I would be really grateful if you were able to sponsor me!

I would love if you were able to join me for this challenge. Visit the National Literacy Trust website literacytrust.org.uk/fitforlit to find out more about how to sign up and let's get Fit for Lit together!

Inspiration for fundraising via social media

Facebook

I am taking part in the National Literacy Trust's Fit for Lit Challenge and raising money to help level the playing field for disadvantaged children. Read more about my challenge and sponsor me here: *[Link to your fundraising page and include a photo]*.

Instagram

I'm getting #fitforlit with @literacy_trust! I am *[enter your challenge]* to raise money to help level the playing field for disadvantaged children. Visit the link my bio to sponsor me and read more about my challenge. *[Link to your fundraising page in your bio and include a photo]*.

Twitter

I'm getting #fitforlit with @Literacy_Trust! Have a look at my fundraising page to sponsor me and read more about my challenge. *[Link to your fundraising page and include a photo]*.

