

# Spreading the word



## Need some help with what to say when encouraging people to support your efforts?

Here's some draft wording for an email and example social media posts. Use them as a template and add your own personal spin.

### Email

Hi <Name>

I'm taking on a DofE Challenge this year and hope you'll support me! I'll be pushing out of my comfort zone <describe what you're doing in a sentence or two, including info about your team if relevant>.

All the money raised will help the DofE transform more young lives. Below are just a couple of stories about the difference the DofE makes that inspired me; you can find many more at [dofe.org/dofe-stories](https://dofe.org/dofe-stories).

Please give what you can – even just £2 will bring me closer to smashing my fundraising target. Knowing you're supporting my efforts will help me push through to achieve my challenge!

THANK YOU :)

<Your name>

#### Transforming young people's lives

**Jon** started his DofE while in a young offender's institution. He went on to achieve Bronze, Silver and Gold. Thanks to the DofE, he discovered a love of cooking, training as a chef going on to set up his own catering business. 'Taking part in the Award really saved my life. It unlocked my potential and gave me the tools to succeed.'

**Hope** has Asperger Syndrome and has struggled with periods of severe depression. She has her Bronze, Silver and Gold DofE Awards, plus completed the Diamond Challenge in 2016.

'I was very shy growing up as I was always worried about how people would react to me. Doing the DofE was something I really wanted: it seemed exciting, even though it took me well out of my comfort zone.'

'The DofE taught me that no matter how frightening things seem, you can always get through them. My first job interview was massive, with team tasks, questions about meeting challenging, talking to customers and solving problems. I had done all of those things during my DofE, so I knew what to do and I got the job.'

#### Where the money goes

**£60** could help a young person facing financial hardship access kit, transport or materials to do their DofE

**£100** could fund a front-line DofE team member for a day. Each one will positively impact thousands of young lives every year

**£250** could fund the training of a DofE expedition volunteer, ensuring young people can safely enjoy great outdoors experiences together

[DofE.org/challenge](https://dofe.org/challenge)

# Facebook/Instagram

Get creative with videos introducing yourself and your challenge or your team. Use Instagram stories to update people on your progress or Facebook Live on the day.

## Example 1: When you've signed up

Excited to have signed up to the DofE Challenge! <Explain what you are doing in a sentence or two>. Please sponsor <me/us> at <your fundraising page URL>. All money raised will help the #DofE to transform even more young lives. #DofEChallenge

<Example image/video: you or your group with a smiley thumbs up, something showing what your challenge is, in your t-shirt if you've bought one!>



## Example 2: In training/practice

<I'll/We'll> be completing <my/our> DofE Challenge in <xx days/weeks/months or insert date>! Training going well so far. All funds raised will help change the lives of young people around the UK. You can donate here: <Your fundraising page URL>

<Images/video such as training, getting ready, packing or practising for the challenge>



## Example 3: Challenge complete!

Just completed <my/our> DofE Challenge! It was an amazing, unforgettable experience. Thanks so to everyone who supported <me/us>. You can still donate at <your fundraising page URL>. The money raised will help even more young people benefit from the opportunities the DofE provides. If you want to get involved, go to DofE.org/challenge

<Images/video from your challenge day, or with your pin/certificate>



# Twitter

Reach out to your twitter network with succinct and sharp insights into each stage of your Challenge journey!

## Example 1: When you've signed up

“ We've signed up to the #DofEChallenge! Please sponsor us at <your fundraising page URL> and help transform more young lives through the #DofE

<Example image/video: you or your group with a smiley thumbs up, something showing what your challenge is, in your t-shirt if you've bought one!>



## Example 2: In training/practice

“ <My/Our> #DofEChallenge is in <xx days/ weeks/months>. <I'll/we'll> be pushing out of <my/our> comfort zone for the #DofE. Please help me/us smash the fundraising target: <Your JustGiving page URL>

<Images/video such as training, getting ready, packing or practising for the challenge>



## Example 3: Challenge complete!

“ So proud to have achieved <my/our> #DofEChallenge! What an amazing experience. Thank you to everyone who supported <my/our> efforts for the #DofE. Still time to donate: <Your group Just Giving URL>

<Images/video from your challenge day, or with your pin/certificate>

