



# TIPS AND TRICKS TO FUNDRAISING



## **1. Donate to your page - lead by example**

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Fundraising as a team combines an individual's fundraising page to create a group page showing the collective amount raised as a 'team'.

On individual fundraising pages, donating to your own page significantly increases the likelihood of potential donors donating. You are leading by example, which is a great start!

Donating to your own page shows you're committed to a cause you're asking your friends and family to support too.



## **2. Specify an amount**

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Family and friends often don't know how much to donate when asked, which can often be a barrier stopping them from contributing. Specifying an exact figure can help reduce this and give your potential donors an understanding of where to start.

"Hey family, I'm currently participating in the Shine a Light on Road Safety campaign for the month of May and the physical event on the 5 May at Albert Park Lake, and I would appreciate a \$20 donation to my fundraising page for \*insert event here\*."

"Hey family, I'm currently hosting an event for the Shine a Light on Road Safety, and I would appreciate a \$20 donation to my fundraising page for \*insert event here\*."



## **3. Set a goal**

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It's human nature to want to achieve the goals we set for ourselves, so we guarantee you'll be far more motivated to raise money if you have a figure set out. Plus, it's exciting for your family and friends to help push you closer to your goal, and a great feeling for the donor who takes you across the line! You can add this to your fundraising page or write it down on a piece of paper and hang it on your fridge as a reminder.



#### 4. Make it personal

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Give your message a personal touch and explain why you donate to the Shine a Light on Road Safety campaign. It builds an emotional connection and increases the likelihood of people contributing; now, they know why this charity is important to you.

"Hey family, I'm currently participating in the Shine a Light on Road Safety campaign, and I would appreciate a \$20 donation to my fundraising page for \*insert D.I.Y event here\*. I'm fundraising for Amber Community because \*insert reason here\*. Thanks so much for your support!"



#### 5. Don't be afraid to ask again

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Think about how often you've been asked to do something and forgotten four seconds later. People often forget, or you may not have initially caught them at the perfect time. Don't be afraid to send a reminder message, a countdown till the event, or even an update on your training!

People often take two or more messages to recall you've asked them to donate, and if you're embarrassed, just think back to why you're doing this and why this cause is so important to you.

You could try messaging, "Hi all! Thanks so much to those who have already contributed, but I just wanted to remind you of my goal to raise funds for Amber Community- Shine a Light on Road Safety. It's currently \*insert countdown here\* till the event, and I'd really appreciate your support. You can head to \*insert link here\* to donate. Thanks again."



It might feel tricky asking for donations during times like these. Here are our top tips!



### Host a morning tea

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Ask your family or friends over for morning tea. Everyone brings a plate and donates \$10 to \$20 or more to your fundraising page \*insert your page\*



### Nominate 10 of your Mates

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Nominate 10 of your mates to donate \$20. That's \$200 straight away! You could ask them to join you in the walk-a-thon for the month of May and help each other reach your fitness and mental health goals.



### Donate a Drink

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Demonstrate how the smallest donation can make a difference, ask fundraisers to give up a daily beverage and donate the money they would have spent to your fundraising page. Then, encourage them to share their activity on social media and ask their networks to act.



### 1 hours Challenge

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Try and collect as many donations as possible within an hour.