

Fundraising Tips

1. Ask people face to face

- a. It can sometimes be hard to get people's attention when asking for donations if you're sending emails or posting on social media. It may sound obvious, but asking for sponsorship in person can often be the key to getting someone to take the time to donate to your page.
- b. When you talk to people one on one, you're investing time in appealing to your friends personally. You're showing hand on heart how much you care, so they can see for themselves why it matters. Plus when you're in front of someone, it's hard for them to say no when you ask for a donation! Just make sure to follow up with an email as a little reminder.
- c. It's more than just asking for a donation
- d. The great thing about having a conversation about your fundraising is that it gives you the time to talk about why you're raising money for your charity and how the money raised will be spent. People like to know their donation will really make a difference. It may also encourage them to give slightly more if they know how the money will be used.
- e. So don't be shy! You're doing a great thing raising money for charity and people will be interested to hear your story. And let's be honest, technology is good, but you can't beat a good old conversation.

2. Personalise Emails

- a. Prioritise who you ask
- b. Make it personal
- c. Thank in advance
- d. Get to the point
- e. Ask for help – to share your story with their contacts
- f. Photos
- g. Follow up

3. Fundraising Apps

- a. Quik – by Go Pro to create videos
- b. Instagram – create stories
- c. Anchor – create podcasts
- d. Hootsuite – for the organised – schedule posts
- e. Foursquare – you're able to check in to attractions and businesses in your area. If you're gearing up for a challenge, anyone following you on Foursquare can keep up-to-date with your training by seeing where you have checked in, and, if you leave short reviews ('tips') of somewhere you have visited, local businesses may return the kindness by donating to your cause.
- f. Facebook Live

4. How to get support for your fundraising

- a. Create a local support network through your local community – bag packs, sports clubs, local businesses etc.
- b. Host events
- c. Sponsorship opportunities – branded kit?