

# Fundraising Tips

## **Personalise** your online fundraising page



Let people know why raising money for a cancer free future is so important to you.

## **Get the** **ball rolling** and donate to yourself



Kickstart your fundraising to show your commitment to a cancer free future.

## **Ask your** \$ = \$\$\$ **workplace** to dollar match

Ask your boss if they're able to support you by matching every dollar you raise.

## **Tell your** **supporters** why every dollar counts



Every dollar raised goes towards cancer research, prevention, advocacy & support.

## **Email** everyone and anyone you know



Tell them what you're planning and how they can support you.

## **Share** your progress on social media



**Reach for the stars!**

Setting an ambitious target will encourage your supporters to dig deep! Already smashed your target or getting close? Increase it! The further from your goal the more your supporters are likely to donate.

**Ask your work colleagues to donate**

It's hard to say no to food! Bake some goodies or organise a potluck lunch for a \$5 donation. Even leaving a donation box in your kitchen area may prompt your colleagues to donate loose change when they head to the biscuit jar!

**Double your money!**

Many workplaces have dollar matching programs, which is an amazing way to reach your fundraising goal! Have a chat to your boss or approach your local café, gym or bank and ask if they're able to support you by matching your total funds raised.

**Get your close friends and family on board**

Call or email your nearest and dearest to ask for a donation. Let them know what you're planning and just how important their support is. Don't be afraid to suggest a donation amount to get the ball rolling!

**Let your personality shine through**

Personalise your fundraising page by showing people why you are raising money for a cancer free future and how their support makes a difference. Remember to include photos of you in action!

**Create incentives**

Incentivise your fundraising!  
"If I raise \$2,000 by this weekend I'll do my practice session in a onesie next week – and the highest donor can choose the costume."

**Spread the word**

Use your social and email networks! Add the link to your fundraising page to your email signature, and share your page and progress to your social media accounts asking your followers to help you reach your goal.

**Let people know how their money helps**

Every dollar counts in the movement for a cancer free future – so let your supporters know how your fundraising helps. Visit [www.doitforcancer.com.au/how-your-fundraising-helps](http://www.doitforcancer.com.au/how-your-fundraising-helps) to find out more.

**Get the ball rolling**

Lead by example! Show you mean business by making a donation from your own pocket. By doing this you are not only showing your commitment to the cause, but you are setting the benchmark for other donations.

**Don't be afraid to ask again**

Time can get away from us and emails can be lost to your junk folder, so make sure you follow up anyone who might have missed your message or been too busy to take action. More often than not someone may have simply forgotten!

**Need Help?****1300 65 65 85****[doitforcancer@cancersa.org.au](mailto:doitforcancer@cancersa.org.au)**

Don't forget to say a huge **THANK YOU** to your amazing supporters!