

Top 10 Fundraising Tips



To help you raise more for the causes you care about

- 1 Upload a profile photo.** People want to know who they are giving to! A profile photo makes your page more authentic, helping people feel more connected to you and your cause.
Fundraisers who upload a profile photo raise 10 times more on average than those who don't.
- 2 Tell your story.** Let people know what motivated you to start fundraising and why you chose to support your charity. Also, when possible, let people know what their donation can achieve eg \$10 will provide 5 blankets etc.
Fundraisers who tell their story raise up to 74% more than those who don't.
- 3 Be the first to donate to your page.** By donating to your own page, you're showing your commitment to your fundraising and setting the benchmark for family and friends who come to your page to make a donation.
Those who donate to their own page raise over 120% more on average.
- 4 Connect your page to your favourite fitness tracker.** Not only will this help you stay motivated but your supporters will be able to see how hard you're working and are more likely to make bigger donations.
People who actively share their fitness activity raise on average 57% more than those who don't.
- 5 Share your page and ask people to support you!** The number one reason people give is because they were asked. So what are you waiting for? Share your page via email and social media.
People who share their page within an hour of creating it generally raise 52% more than everyone else.
- 6 Update your fundraising page.** Keep your family, friends and colleagues updated with your training and fundraising progress. How are you going? What obstacles have you come across? What are you really enjoying? By keeping them updated you are helping to build deeper emotional connections with your supporters which can lead to more donations.
- 7 Contact your charity.** They would love to hear from you! Let them know what you are doing for them and ask if they have any materials to help you raise as much money as possible.
- 8 If you're close to reaching your target or have achieved it - increase it!** If people think you are close to meeting your target they might donate less than they intended to! i.e they may not donate the \$200 they were going to if you are only \$75 off your goal.
- 9 Thank your donors!** Let them know their donation has been noticed and appreciated. The simple act of saying thank-you goes a long way especially if you plan on asking them again at a later date.
- 10 Finally - ask again!** People often need reminding, if you asked them once and they haven't donated - ask again. They may have just forgotten and won't mind a friendly reminder. Also, don't be afraid of asking after you've completed your challenge/event, almost 20% of donations come in after the challenge is over!
People who raise the most share their page at least 10 times on average