

# FUNDRAISING TIPS

**1 Choose a fundraising activity or event.**

Check out our A- Z of Community Fundraising.

**2 Set up a fundraising page via Givealittle.**

Make sure to personalise your page by uploading a profile picture and personal story.

**3 Set an inspiring but attainable goal - one that you can reach.**

You can go back and raise your goal as you start to see the donations come in.

**4 Lead the way and sponsor yourself.**

Donating to your own fundraising page shows your supporters you're invested in taking on this challenge to fundraise.

**5 Check out our community fundraising resources, available on our website.**

You'll also find stories and videos to inspire your supporters.

**6 Share your fundraiser early, often, and widely.**

Post updates every week or at major milestones to keep donors engaged.

**7 When writing an update, consider the following:**

- **Be specific** - tell people why the cause is so important to you and why your fundraiser will make a difference. Avoid simply sharing the fundraiser link.
- **Include a photo or video** - images create a connection between donors and your cause. They can see the individuals they're helping and how their money will be used. You can find videos on The Fred Hollows Foundation NZ's YouTube page.
- **Put in a share request** - kindly ask donors to share with their friends and family.
- **Always express gratitude** - let donors know how much you appreciate their support.
- **Share words from supporters** – highlight their words of encouragement in an update.
- **Connect your fundraising page to an app** – some fitness apps can now be connected to fundraising platforms. It's a great way to track and share your progress.

**8 Cast a wider net**

Think creatively here, beyond your social media and real-life friends. Do you have neighbours, doctors, or local businesses who might support your fundraising efforts?

**9 Ask your employer**

Some organisations will match your personal donations or money raised for charity. Check with your employer or HR department to find out what they offer.

**10 Spread the news about your fundraiser in different ways to help increase its visibility.**

You can use social media, email, tell people in-person or over the phone, post flyers, or organise an event.