



## TOP 10 FUNDRAISING TIPS

Thank you for fundraising for Bravehearts as a 777 State Runner. We have put together our top 10 tips to help you reach your personal fundraising goal and beyond!



1. **Set the example.** By donating to your own supporter page you are showing your commitment to your fundraising and setting the benchmark for other donations.



2. **Make it look great.** People want to see who they are donating to. Don't be afraid to upload a photo of yourself.



3. **Keep everyone updated!** Keep your donors updated with your progress. How is the fundraising going? Have you been training for the run?



4. **Tell your story.** Let supporters know why you are doing this run. Share your passion, whether it be specifically for running or protecting Australia's kids.



5. **Keep going UP!** If you hit your target, or you are close reaching it – increase it. If people think you are close to meeting your target they may not donate the \$50 they were going to if you are only \$10 off your goal.



6. **Don't be afraid to get personal.** While posting on social media is great, sometimes it is not enough to get an immediate reaction. Try sending a couple of emails or posting in some group messages. A direct, personal approach often works much better than a general, relatively anonymous ask on Facebook.



7. **But, still share your fundraising page on social media** to spread the word to people you don't want to contact privately. Also, doing this has the effect of reminding people to donate. If someone isn't able to donate, ask them to share the post instead. Every share helps.



8. **Give people some guidance.** It helps to give people ideas of different amounts, e.g. Donate \$12 to enable one child to be educated about personal safety by experiencing the Bravehearts 'Ditto's Keep Safe Adventure show', Donate \$75 to enable one parent or carer crisis call to be professionally responded to, Donate \$150 to enable one child will receive a specialist counselling session with a therapist. You want them to know that any amount they are able to give will make a big difference.



9. **Thank your donors!** Let them know their donation has been noticed and appreciated, with personal responses if possible.



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 begrudge a friendly reminder. And don't be afraid to ask after you've completed your event, often donations keep coming in after the event is over.