

Fundraising TIPS

Fundraising for Pink Hope can be a fun, positive and rewarding experience. Follow these top tips to make organising your fundraiser easier.

. Plan, plan, plan

Start a checklist and make a plan on - where and when. So that the process of organising your fundraiser will be easier to navigate.

. Establish your target & make a budget

There is nothing like setting a goal and achieving it. So set your target and let your supporters know what it is. Inspire them all to reach it along with you. Be prepared and make a budget, ensure you know all the costs associated with your fundraiser.

. Friends, Family and Network

Your friends and family will want to make your event a success. So enlist them to get involved.

. Inspire people to donate products and services

You can reduce the cost of your fundraiser by asking your network, family, friends and local businesses to contribute their services, products and skills to your fundraiser. Reach out to your local businesses for their support. Contact the places you regularly visit for cash donation or product/service vouchers to utilise at your event. Remember to tell them that all donations over \$2 are tax deductible.

. Set Up An Online Fundraising Page

Setting up an online fundraising page through Everyday Hero is super simple and can really add to the target you are wanting to achieve. Be sure to add some personality to your online fundraising page, add photos and a video of you talking about Pink Hope and why it is so important to you.

. Promote Your Event

Social media is the cheapest and easiest way to promote your event. Use your Facebook, LinkedIn, Twitter or Instagram networks to share your fundraising updates and ask your followers to donate.

. Ask your workplace to match your funds

This is a great way to boost your total funds raised. Many work places have a dollar-matching program for charities, so ask them to get involved and support your efforts.

. Ask, and you may receive

You would be surprised how many people will say yes and get on board. Simply as the question - the worst people can say is no.

. Be informed

We want you to be positive and informed about our organisation. So get on the website: learn as much as you can about our charity and be inspired by the families you are supporting.

. Lastly say thank you!

Those two words will make all the difference. Anyone who has contributed to your fundraiser needs to be thanked. A simple email or letter will really make next time you want to do a fundraiser that much easier.

Please don't hesitate to call us 02 8084 2288 or email info@pinkhope.org.au - we want to make your fundraiser a success as well!