

TIPS FOR FUNDRAISING

So you've decided to support The Salvos (thank you!), chosen your own unique activity or challenge to raise funds for those in need, and set up your fundraising page.

Now what?! We know asking friends, family and your network for donations can be daunting. We can help. Take a look at some of our top fundraising tips to get you started.

DONATE

Donate to yourself and get the ball rolling

Not only does this kick start your fundraiser and get you closer to your goal, it's a great way to show your friends and family how committed you are to this fundraiser, and in supporting those doing it tough across Australia.



Make it personal – tell people your 'why'

Add details to your fundraiser page and let people know why this cause is so important to you – do you have a personal connection with or story about the Salvos? Share your story and get personal.



Post regular updates

Keep your supporters updated on your progress via the blog post area on your profile. You can add stories, pictures and videos about you, your 'why', as well as to show gratitude to everyone who has supported you! Get creative and have fun.



Have more questions? Contact us at:

 communityfundraising@salvationarmy.org.au

 Fundraise.salvationarmy.org.au



Share your progress on social media!

Social media is a quick and handy tool that can give your fundraiser the best chance to succeed. Write a great post or story – however long or short – and use the 'share' icons on your fundraising profile page to spread the message far and wide. Remember to share regularly, as some people may donate right away, but others might need a little reminder. And head to our **Resources Page** for images we created to share on social media!



Send a personal message

Nothing beats a heartfelt personal message to secure donations (they get better traction than group posts on social media too!). Send private messages, email or texts to those closest to you. Don't forget to ask for permission to share your message with your wider networks at work, school or your local community groups.



Let people know how their donation helps

Remember to tell your supporters how valuable their donations are in enabling the Salvos to help people facing homelessness, hardship or violence. You can find out more on our **"About Page"**.



Most importantly, remember to say thank you

As the donations roll in, be sure to thank your supporters publicly. You can do so directly via your fundraising dashboard, but here's an idea – why not post some well-deserved praise on social media? Or write an update blog post on your page?