

FUNDRAISING TIPS

YOUR QUICK AND EASY STEPS TO SUPPORT
YOUR CHALLENGE THIS APRIL.



TOP FUNDRAISING TIPS

Follow these steps to ensure your challenge will make an impact to protect wild places.

1. MAKE A DONATION YOUR OWN FUNDRAISING PAGE

By sponsoring yourself, you are showing others that you support the cause. Make it generous, as people will follow your lead (if you donate \$76, they'll donate \$76; if you donate \$116, they'll be encouraged to donate higher).

Did you know that people who sponsor themselves raise, on average, twice as much as those who don't?

2. MAKE A LIST

List at all the people you not just friends and family – work colleagues, your boss, any contractors that you employ, local coffee shop! GO WILD!

Keep a record of when, who you asked and whether they responded.

3. TOP TIP – ASK FOR THE BIGGEST GIFT FIRST

Ask the person on your list first that you think will give you the most – this makes everyone else that follows a little more generous. Send everyone on that list an SMS first. See example on following pages.



4. ASK EVERYONE

Be sure to ask everyone you know to support your efforts to protect wild places! You never know who will sponsor you and donations can come from the most unlikely places. Don't police who you send requests to as you'll be very surprised who will support you.

Share your personal story and the goal you hope to achieve, and then let people make their own decision to sponsor you.

If you never ask for support, how will people know to support you?

5. SEND AN EMAIL

Send an email to your friends, family and work colleagues to tell them about your personal challenge to protect wild places!

Not sure what to write? We have a range of pre-written email templates for you to use that already include your personal details.



6. GET SOCIAL...ON FACEBOOK, INSTAGRAM AND LINKEDIN

Social media are perfect channels to communicate your goal, update your friends and ask for support.

Here are some simple ways to use Facebook for your challenge:

- Customise your Facebook profile: Upload your very own personalised profile pic and timeline image to tell everyone about your challenge to protect wild places!
- Post regular status updates:
- Post weekly updates through your social pages to communicate your personal progress to your friends and family.
- Send a personal message:

As much as possible send a personal message through Facebook to ask specific friends for their support – there's a good chance they would have already seen your status updates but it's nice to be personally asked!

7. BIGGEST AND BEST TIP OF ALL – ASK AGAIN AND AGAIN AND AGAIN!

We're all busy and receive hundreds of emails and messages a week so don't be disheartened if you don't receive donations straight away. Just keep asking and reminding folks – honestly each time you ask you'll receive more support!



COPY THESE TEMPLATES

FACEBOOK/LINKEDIN POST

"I've just signed up to run (enter no of KMs) during 'Run for Wild Places' challenge this April -YIKES! My challenge will support (enter campaign) to protect wild places. I'd love your support – will you sponsor me?
(enter your fundraising page link)

INSTAGRAM

See artwork here you can download and upload to your Instagram account – <https://runforwild.com.au/resources>

SMS

I've decided to run (enter number of KMS) (yes you read that right) to protect wild places andn I'd like to ask you to support me. I'm asking 20 people to give \$100 which will raise \$2,000 tom help (enter campaign) to bring about significant protection for wild places. Please support me and I'll sing your praises all across the town will email you details soon.



EMAIL

Dear,

Yes, that's right: I've decided to run (enter number of KMS) to play my part in protecting Australia's wild places this April.

I'll be running to raise awareness and funds for the (enter charity).

As mentioned in my text the other day, I'm asking you to join me in my challenge, I'm asking you join my challenge by donating \$100. My campaign is a collaboration between you, me, and the wonderful organisation I am doing this crazy act for. It's my hope is that our 'little bit' will enable and inspire folks to protect and preserve wild places.

Please click here to donate, it would mean the world to me!

(enter your fundraising page link)

Thanks for your support

(add your name)

