

Raising money for a charity or cause that's close to your heart? Here are our top 10 tips to help you meet your fundraising goal.



# AsthmaWA

## Fundraising Tips



### Set an example

Donating to your own supporter page demonstrates your own commitment to the cause and inspires others to do the same.



### Share photos

Allowing people to see who they are donating to strengthens the connection potential donors have to your cause.



### Keep them informed

Bring your donors on the journey with you. Update them with your progress, let them know what you're enjoying or any obstacles you have come across.



### Share your story

By sharing your passion and journey, you show supporters the purpose of your cause and why you are doing what you're doing.



### Increase your target

This influences the amount people may donate. If you close to or have passed your goal, then people are unlikely to donate \$250. Spur them on to dig deep.



### Show the impact

Let your supporters know what real-life difference their donation will make. Giving them examples helps people to visualise their impact.



### Thank your donors

Reach out and make sure they know that their donation is appreciated. There is a lot of power in saying 'thank you'.



### Get in touch

Let your charity know what you are doing. They will be so happy to hear from you and may have resources to help you.



### Use social media

Sharing your fundraising page makes a significant difference. If someone is unable to donate, ask them to share your page as a helpful alternative.



### Give reminders

If someone has forgotten to donate, they may appreciate a friendly nudge. Fun fact - on average, 20% of donations are made AFTER an event when the fundraiser reminds people there is still time to help.