

REACH YOUR FUNDRAISING GOAL

tips and advice

Your fundraising efforts will ensure that families caring for a child with a life-threatening condition are able to access respite and end-of-life care at Very Special Kids Hospice. Each year, we must raise more than \$8.8 million to provide our services to families free-of-charge.

Personalise your fundraising page

To make your page as effective as possible, upload your own photograph or even better, a video showing you in action. Explain why you are trying to raise money, how the money will be used, and why you are personally moved to support Very Special Kids.

Don't set your target too low

You may be surprised by how deep your supporters will dig to help you get across the line to reach your goal. Raise as much as you possibly can for Very Special Kids by setting an ambitious, but achievable target of at least \$500 per 30 min timeslot.

Email your close friends and family first

Send an email to close friends, family and those you think are likely to be your most generous supporters first, before asking others to donate. People tend to match the amounts already donated, so target your most generous supporters first.

Promote what you're doing

Don't be shy in letting people know what you're up to. Update your Facebook status, send a tweet, put a link to your fundraising page in your email signature to ensure you get the word out far and wide.

Make sure you contact all your potential supporters

In addition to close friends and family, don't forget to contact any other groups you may have connections with: former colleagues, school and college friends, friends who have moved out of the area or overseas, members of sporting clubs you belong to, or committees you are part of.

Follow up your initial ask

People intend to donate, but sometimes it gets pushed to the bottom of the Inbox and they forget. It usually takes more than one round of emails to nudge everyone into action, so don't feel embarrassed about asking people again.

Don't stop fundraising when the event finishes

A surprising number of donations are received during and after the event has finished, so keep fundraising when the event is over. Once you've recovered, update your fundraising page and email it to your contacts. It's a great way of letting those who have supported you know you have achieved your goal, and perfect for prompting anyone who still hasn't donated to do so.