

ASKING FOR SUPPORT FOR YOUR FUNDRAISER



Develop an 'ask'

This is what you'll use to explain what you are doing and ask people to help you out. To help you, ask yourself *why do you think National Breast Cancer Foundation's breast cancer research is worth fundraising for?*

Tell people why YOU think the National Breast Cancer Foundation is great. This could be a personal experience with breast cancer, an alarming fact or statistic that made you take action or a really powerful story you've heard. Maybe you just wanted to contribute to a good cause.



Tell them a story

Great communication is a result of great story telling. Help your friends and family connect with the purpose of your fundraiser and why you are organising it.

An example looks like this...

My friend Carol was diagnosed with breast cancer in 2009. She was one of the lucky ones and just received the amazing news that she is five years cancer free! I want all women and men diagnosed with breast cancer to receive this news as well.

Write it!

Develop your ask into one or two sentences. Make sure to include **how** people can help.

An example looks like this...

"I am shaving my head to raise vital funds for the National Breast Cancer Foundation to help them achieve their aspirational goal of zero deaths from breast cancer by 2030. If 50 people donate \$50, we will have raised \$2,500 for breast cancer research. Please visit my online fundraising page and help this fantastic cause."

Now use it!

- **Online** – The more personalised, the better. Facebook status updates are great to spread the word and keep people up to date, but emailing someone or private messaging will get more donations. If that sounds like a bit much, divide them into smaller groups – colleagues, family, friends from university etc. This will allow you to personalise your message and those you're asking will feel more valued.
- **In person** – We're always more convincing in person, so be brave! Visit your local businesses and use your 'ask' to tell them what you're doing and ask for a donation. Remember this doesn't have to be cash, it could be a voucher or prize for a raffle or auction. If asking face-to-face seems intimidating, get your most outgoing friend to go along with you and help you out!