

FUNDRAISING ONLINE



Personalise your fundraising page

Add photos and a blurb to tell people what you're doing and why you are supporting the National Breast Cancer Foundation. Try to keep it brief but sincere.

Set your fundraising goal – be ambitious!

The fundraising challenge is a big part of what will get people's attention – aiming high will inspire them to help out.

Lead by example

People do as they see others do, so get some good first donations! The higher the first donation, the higher the average donation on a fundraising page. Lead by example and put \$50 or \$100 on your page and ask your partner or family to do the same.

Ask everyone

Remember, you get what you ask for. So ask people to give an amount that is doable for them – that rich Uncle who gives \$10 would probably give \$100 if you asked! Use our dollar handles to help you out.

Get social

Use email, text, Facebook or however you like to communicate! Where possible, personalise the message (and the amount you ask for) to who is receiving it. Individual or small group messages or emails get more donations than status updates, so cover your bases and do both!

Thank your supporters!

Not just with the automated email they receive when they donate, but with a personal email, page mention and a Facebook shout out. Publically thanking people for the amount they've donated will motivate others to give, and hopefully match that amount.



"Communicate to everyone you know – share your story. Explain why you have chosen this charity. You'd be surprised how many people will back you. But importantly, back yourself!" – Helen Birrell raised over \$4,000 for NBCF at City2Surf.