

# MAXIMISE YOUR FUNDRAISING



## Spread the word and generate excitement

- The more people that are aware of your fundraiser, the more money you can collect! Create hype and excitement so people want to donate.
- Spread the word through social media and if you have an online fundraising page set up before your event and after, it gives people no excuse!
- Send reminders!



## Create a raffle

- Use the Authority to Fundraise letter the National Breast Cancer Foundation sends you to approach local businesses for prizes.
- Get rid of extra or unwanted holiday gifts.



## Remember to say thank you

It is really important to take the time to thank those that have attended your event, helped with the fundraising or donated. This will make people far more likely to attend your next fundraiser and may even give a bit more of a donation.

## Ask your workplace to dollar match

Some company have dollar matching programs where they dollar match money raised by employees for charity. If your company doesn't have a dollar matching program, still ask! All charitable donations over \$2 are tax-deductible so they may still help you and your fundraiser.

*"The company I work for didn't have a dollar matching program but I still asked the human resources department. They agreed to match dollar-for-dollar, all of the money I raised at my fundraising event. I raised \$8,000 at my event so ended up raising \$16,000 for breast cancer research." – Stacey Howard, Pink Ribbon Breakfast fundraiser.*