

MAXIMISING YOUR ONLINE FUNDRAISING



Remind people to give

Especially those who have said they'll donate, or 'liked' your posts about the fundraiser. People often just genuinely forget, and if you remind them on payday they'll probably come through.

Use social media

If you enjoy connecting online, why not set up a Facebook page for your fundraising campaign. Talk about what you're doing, promote your events and share pictures of the auction, raffle or sale items for your fundraising.



Break it down

Tell everyone your goal is to raise, for example, \$30 every day for a month. One day it may be a donation, another you might do some baking and then you might offer neck massages to your colleagues – there are plenty of options! By the end of the month, you'll have raised almost \$1,000, if not more.



Thank your donors

Tag them on Facebook or Twitter and mention the amount they gave. This will motivate your friends to give, and to match the amount.

Don't just ask – show and tell the whole story

Whether it's a photo of all your baking ingredients strewn across your kitchen before your bake sale, your hot and sweaty self after a training run or the transformation of your venue from blank canvas to gala dinner ready – let people see how hard you're working!

Promote your fundraiser

Post it on Facebook and tag the seven most outgoing people you know. Tell them they can support breast cancer research by recruiting another seven people to come to your fundraiser!

Don't forget to tag your posts with related NBCF hashtags, for example #NBCFAus #zerodeathsby2030 #galadinner