



## HOW TO RAISE MORE MONEY AND HAVE FUN DOING IT!

# TOP Fundraising Tips!

1. **YOU HAVE TO ASK FOR DONATIONS**, Often the hardest part about fundraising is asking people for donations. You know WHAT to ask for, but knowing HOW to ask in a way that will get you the support you need is a whole different story. You will not get **any** donations however if you do not ask people to donate – it's as simple as that! We'll give you lots of advice and tips along the way so you can maximise any opportunities in a way you feel comfortable.
2. **YOU HAVE TO SHARE YOUR PAGE LINK EVERYWHERE**, you need to share the link to your fundraising page everywhere for people to donate – Facebook, Instagram, email it out, tweet it, add it to the bottom of your email signature, send it out through your LinkedIn and professional networks.
3. **EMAIL IS STILL KING** for donations but you need to both!

# Your Fundraising Page setup is crucial for success!

## OWN YOUR FUNDRAISING RESULT

1. **Remember to upload a profile photo** - people want to see who they're donating to (and it helps create an emotional connection!)
2. **Tell your story.** Let your family and friends know WHY you're doing what you're doing. They want to know your story, so go ahead and share your passion! This is so important and having an emotive story allows people to connect with you
3. **Be the first!** Donate the amount you would like everyone else to donate. By donating to your own everydayhero fundraising page, you're showing your commitment to your fundraising for Youthline and setting the benchmark for the family and friends who come to your page to make a donation
4. **Update your fundraising page!** Keep your family, friends and colleagues updated with your training and fundraising progress. How are you going? What are you really enjoying?
5. Connect your page with your **MapMyFitness** smartphone app. It will help you share your workouts with your family and friends, so they can see every mile you run in training!
6. **If you hit your target**, or you're close to reaching it... increase it! If your networks think you're close to your target, they might not donate as much as they originally intended

## How to ask for support!

Whether you're asking people to donate via Facebook, email, text message or in person, research has found there are **three** main things your ask needs to include:

	<b>WHAT:</b> Ask for a specific donation amount (ie \$60) – often your friends and family don't know how much to give and this can actually stop them from donating. <b>Those who ask for a specific donation amount raise on average 184% more than those who ask generally</b>
	<b>WHY:</b> Tell people why you personally care about your cause – love begets love so share your passion. People are far more likely to donate to your cause if they understand why it's close to your heart – <b>in fact those that tell friends and family why they are fundraising for their charity receive up to 121% more donations</b>
	<b>HOW:</b> Though you may not know exactly what the funds you raise will be used for, make sure you share Youthline Charitable Trust's mission with potential donors so they know how their support will help. <b>Fundraisers who tell potential donors what their target will achieve for their cause raise 74% more than those who don't</b>

## Asking for specific donation amounts!

### ASKING FOR A DONATION AMOUNT MAKES IT EASIER

- \$15** - \$15.00 gives 15 minutes. Help a young person make first contact
- \$30** - The cost of an average length of a phone counselling session
- \$45** - Will keep the Helpline Services running for half an hour
- \$60** - When someone is in crisis, there is no average. These connections take time. Support our 24/7 crisis team with some of the most challenging conversations they will ever have
- \$90** - Will keep the Helpline Services running for an hour

# Raising money on Facebook!

## TIPS FOR USING SOCIAL MEDIA TO RAISE MONEY

1. **Create an event on Facebook** and invite all your family and friends to join - remember to include a personal message in your invite so they don't feel 'spammed.' This is a great way to gather all your supporters and potential supporters in one area. Don't forget to include your everydayhero fundraising page link
2. **On your event page**, try suggesting various sponsorship amounts to your audience. Take the pressure off them! Let them know what various amounts will help your charity achieve for their mission
3. **Post your fundraising page link to your Facebook wall.** Let everyone know what you're doing - and if they're unable to donate themselves, ask them to share your page link to their own network - gain an even further reach!
4. **Tell your story on your event page.** Tell people what you're doing and why it's important to you. People love to hear the reasons behind your endeavour so be personal! What you're doing is brilliant and you shouldn't feel shy about sharing it with your friends
5. **Upload photos, share yourself in action** with your Facebook friends! Show pictures of the cause you care about and inspire them with your passion
6. **Make a video!** Use your smartphone to record a short video (a minute or two is plenty!) to show your face and speak to your willing audience. Really inspire them to want to help you raise as much as possible
7. **Everyone's on Facebook - your charity probably is too!** Find them and 'like' their page and post on their wall. Connect with them! They'll definitely want to hear from you and love to feature all the hard work you're doing for them
8. **Thank EVERYONE personally who donates on your Facebook post by tagging them in it.** This way all your other friends and family members can see who's donated which can also have a snowball effect. Some friends and family members won't want to be the only ones who haven't supported you

# Raising money using Twitter!

## TIPS FOR USING SOCIAL MEDIA TO RAISE MONEY

1. **Tweet your everydayhero fundraising page link to your followers.** Ask followers to retweet your message. You can share your page link more than once, but remember not to bombard your followers
2. **Update your Twitter bio** to include your fundraising story - and while you're editing your profile, why not add your fundraising page link as your dedicated website?

3. **@message** your friends, celebrities and your charity if they're on Twitter and ask them to retweet your link. This way, you are getting exposure to their networks as well! (You might be surprised at how many people are happy to do this)
4. **Send DMs as well!** You can make these more personal since they're not public. Tell them about your page and cause, ask for their support - get their help to spread your inspiring story

## Raising money using Instagram!

### TIPS FOR USING SOCIAL MEDIA TO RAISE MONEY

1. **Capture your passion!** Take photos that show the reason behind your decision to raise funds. Choose powerful images which represent the cause you care about. Let your supporters in to why you're fundraising and the importance of your cause
2. **Behind the scenes!** Keep your followers in the loop with your preparation - if you're running a marathon, show them all those mornings and evenings you're sacrificing with humorous pictures and captions
3. **Map your progress by geotagging your Instagram posts.** It's a great way to showcase where you've taken your photos and also make them available to others who visit the same places. It's great to use at large events like marathons
4. **Show what you've done.** Upload photos of your event - this will really help when asking for donations just after the event has taken place - proof of what you did and the fun you had doing it
5. **Hashtag your photos.** Choose hashtags that are relevant to your event and cause so that your images pop up in other people's Instagram searches
6. **Share across platforms.** Link your Instagram with Facebook and Twitter so that when you upload a photo, all your friends across all your networks can see it and be inspired to give!
7. **Screenshot your everydayhero fundraising page.** Putting up a photo of your page is a brilliant way to show your followers how they can get involved and donate. Just remember to include your page link in the accompanying comments

## Raising money using Email!

### TIPS TO RAISE MONEY WITH AN EMAIL

1. **While social media might be easy - email raises more!** People are more likely to give to you when you ask them via a personal email. Don't be afraid to do both!
2. **Update your email signature** to include your everydayhero fundraising page link and a short story of what you're doing. Ask your friends to do the same! It's such a simple way to reach more people with every email you send

3. **Send out personalized emails to everyone** in your address book - doing it individually takes longer, but it's worth it! Let everyone know what you're doing and give them the opportunity to share in your passion AND help you raise money
4. **Thank everyone that's given money to your cause.** Send them an email to show your appreciation and keep them in the loop with how their sponsorship has made a difference. It doesn't hurt to ask them to give again, either
5. **Send more than one email.** Don't bombard your address book, but don't give up after a single email either! People sometimes need a small reminder of the awesome cause you're raising money for and how you're doing it. Try sending two-three emails in the lead up to your event and one post-event email
6. **Send an email to everyone after your event,** letting them know how it went. Include photos and videos if you have. Make them feel proud of giving to you, because they should be! Remember to include your fundraising page link in case anyone wants to make another donation
7. **Reach out to the charity you're raising money for.** Tell them what you're doing and our story - they'll be very grateful and might want to feature your efforts on their webpage or social media
8. **Approach local businesses** which you often frequent - your local drycleaner, barber, bakery, etc - and ask if they're happy for you to leave a collection tin on their counter or if they would like to make a matching donation to you

## Raising money at home!

### TIPS TO RAISE MONEY WHILE AT HOME

1. **Host a cook-off!** Ask your family and friends to each contribute a dish for an evening of delicious food with everyone paying an entrance fee to your everydayhero fundraising page. Give out prizes for best dish of the night - everyone loves bragging rights. You could do a few raffles as well to raise a few extra dollars.
2. **Host a breakfast or morning tea!**  
Invite your family, friends, and work colleagues to get together and have a breakfast or morning tea. Organise a date, venue and get your guest list together. You can promote your event via email, social media, through your workplace and through your friends. You can sell tickets to your event, which includes the cost of the breakfast, and have some games, spot prizes, raffles and a great host to help you raise as much money as possible. You can also set up a fundraising page for additional donations and so that people can easily pay for their ticket online.
3. **Been putting off washing your car?** You're probably not the only one. Why not offer up your time washing cars, cleaning gutters or yard work to your neighbours in return for a donation to your fundraising page?
4. **Know someone who's always short on time?** Offer to run their errands for them in return for a donation to your fundraising page.

5. **Need to do a clear out at home?** Put on a garage sale/Trade Me auctions to get rid of all your unwanted items and donate the proceeds back to your fundraising page.
6. **Donation instead of gifts.** Have a donation made through to your fundraising page in lieu of gifts for an event or birthday. On the invite you can imbed your fundraising link instead of a registry

## Raising money at work!

### TIPS TO RAISE MONEY WHILE AT WORK

1. **Have a "blue" or "denim" themed day** at work and have all staff pay a gold coin donation (or more if they like) You could be quite fun and creative with this idea and you could come up with a prize (chocolate bar/small gift) for the best "blue" costume... People can wear blue clothing, pyjamas, wigs, accessories, shoes, socks, hats
2. **Have a dress up day as "what you wanted to be when you grew up"** This could be superheroes, doctors, sporting heroes etc. and again pay a gold coin donation (or more if they like)
3. **Check with your boss to see if you can have a sausage sizzle.** These are very inexpensive to do and we have all the information you need to hold a successful sausage sizzle which can raise hundreds of dollars if done right. If you can't hold one at work, go to your local Bunnings, Warehouse store or Mitre 10 store and you can book a day to hold one
4. **Check with your boss to see if you can hold a bake sale.** Everyone loves cake and you can even ask your friends and work colleagues to help you out with the baking. We've got a separate page all about bake sale tips so if you would like this let me know and I'll send it to you.
5. **A classic!** Fill a jar with jelly beans or lollies and hold a guessing tournament with donations as the entry fee. Winner of correct guess gets the jar and you get the donations
6. **A raffle basket.** Contact local businesses, friends and family members to donate new items that you can raffle off in a basket or if they are larger ticket items raffle them off individually. If you have a popular common area in your workplace where you can sell tickets in the morning or at lunchtime you can raise quite a bit of money doing this
7. **Get the company to commit to matching** a donation amount or making a donation when you reach your goal

## Giving up things to raise money!

### IT CAN BE HARD, BUT GIVING UP CAN RAISE HEAPS

We all know how hard it can be to give up something you enjoy to help raise money for a cause you care about. Here are our top tips to help you OR encourage other people to sacrifice certain activities, food or coffee for your cause. To demonstrate how the smallest donation can make a difference, ask fundraisers to give up a daily beverage or meal and donate the money to YOU instead! Intensify the appeal by asking supporters to participate for a certain number of days.

For example: A take-away coffee costs about \$5 a day, that's \$25 a week if you buy a coffee every morning... If you have 6 people who will do this for you for just a week then you could raise \$150!

1. **Get your friends and family involved**, the moral support of others going without will really help you when you're having a slow day.
2. **If you're giving up** a certain food or drink to raise money, make sure you replace it with something healthy so there isn't a void to remind you what you're missing.
3. **Let everyone know what you're doing**. Print off cards with your everydayhero fundraising page link on it. Include a small description of what you've given up and why - then hand them out to your family and friends when they ask you!
4. **If you're abstaining** from an activity that you normally do, make sure you replace it with another fun activity to take your mind off it. Exercise is a great way to fend off negative thoughts and you can link your MapMyFitness app with your everydayhero fundraising page and share every single step taken and calorie burned right on your page.
5. **Reward yourself!** Even before your time of abstinence is up, treat yourself to a movie or nice meal to keep your enthusiasm sky high!
6. **Tell people**. Send out personalized emails to round up those around you for support - don't just spam your address book! Those few short minutes making a personal connection to an email recipient can really make a difference.
7. **Don't worry!** If you do break and end up cracking, just pay a donation to your fundraising page as a fine and carry on with the rest of your commitment. Don't let one tiny slip up ruin all the hard work you've put in already!

## Other fundraising events!

There are other fundraising events that we can help you with like trivia nights, bingo, auctions, breakfasts and collecting donations so if you would like to talk about any type of fundraising idea or event then please don't hesitate to get in touch.

**A Youthline letter of support for soliciting prizes and raffle items can be provided to you on request.** You may get asked to prove you are raising money for a Charity before they hand over anything so just let me know and I can get one to you.

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