

TOP FUNDRAISING TIPS

Start with a clear goal in mind – make sure it is specific, measurable, attainable, relevant and time bound i.e. We are aiming to raise \$2,000 by June 30 to purchase new netball bibs and balls. This will enable us to expand and include an additional 20 teams in our summer social competition which starts on 1 November.

Tell your story – Let people know WHY you are fundraising and what it means to you and/or your club. The more personal and passionate you can make it, the more likely you will receive donations.

Supercharge your story with visuals – adding pictures and videos of yourself, your team or your club makes it more personal. People want to see who they are donating to and using good images builds a stronger connection.

Back yourself – Be the first to make a donation to your own fundraiser. People are more likely to donate if they see they aren't the first.

Tell donors what difference their gift will make – by adding specific numbers in your story, you are more likely to get people to donate that amount e.g. "By donating \$50 you will provide a brand new kit to one team member."

Thank your donors – personally reaching out to donors to thank them not only makes them feel appreciated, research shows it also makes them more likely to donate next time you ask. [Here's some tips for thanking your donors in a meaningful way.](#)

Share share share – Fundraisers who share their campaign page at least 10 times raise significantly more than those who don't! Utilise social media, email and even posters around your club. Even if someone isn't able to donate themselves, ask them to share your fundraiser with their family, friends and colleagues, as this will instantly expand your number of potential donors.

Stay up to date – keep your fundraising page up to date with any progress, what difference it has made so far and how much you appreciate the support received.

Don't be afraid to ask again – it takes more than just one email or social media post to raise money. People can often forget to donate, so if you asked them once and they haven't donated, don't just assume they're not going to help. They may have just forgotten, and they won't begrudge a friendly reminder, particularly in the final week or two of your fundraiser or before the end of financial year.

Think outside your network – approach local businesses and ask to put a flyer in their store or share your campaign on social media so the local community can see what you are doing.