

FUNDRAISING TIPS AND TRICKS



Once you have set up your fundraising page take a look at these great tips to help you meet or even exceed your target!

★ Personalise your fundraising page

The best fundraising pages tell a really good story. Let people know why you're supporting BCFNZ, what it means to you, and how their donation will make a difference.

★ Add an image

Remember when you were really little and the pictures were the best parts of the books? Well not much has changed! Personal photos make your page really engaging. Upload a photo of you, one of your costume creations, or an image representing why you're walking.

★ Get off to a good start

Ask your closet friends and family to make a donation to your page before you send it out to everyone. People tend to match the donations that are already on your page, so the more generous the better!

★ Get social

Share your fundraising page on social media, emails, and word of mouth! The more people who know about you getting involved, the more donations you are likely to receive. It can be as easy as putting a link in your email signature.

★ Show people what their funds can do

There are some awesome things your friends and family can help fund, from tailored rehabilitation classes, to having an experienced breast nurse travel round the country educating New Zealanders. It's always easier to give if you know what your money can do so be specific! You can find some of our examples here: www.pinkstarwalk.co.nz/getinspired

★ Share your fundraising goal

Choose an ambitious but achievable goal. This will help inspire you friends and family to achieve it!

★ Thank your donors

It might seem obvious but saying thank you goes a long way. Thanking your donors will make them feel appreciated and they'll be more likely to support you in the future. If you can, do so publicly by posting on social media and tagging them. This not only shows your gratitude but also reminds those within your network (and theirs) to give too.

★ Double your impact and ask you employer to donate

Find out if your employer would consider matching your Pink Star Walk funds. It's a great way to increase your fundraising, plus all donations over \$5 are tax deductible! You can download our dollar matching letter template here: www.pinkstarwalk.co.nz/getinspired. If your employer doesn't dollar match you may inspire them to give you a personal donation.