

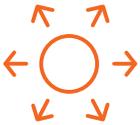


# Fundraising Tips



## Personalise your online fundraising page

Show people why you are raising money for country kids and tell them how supporting you will make a huge difference to the health and happiness of Australia's country kids. Have fun with your page and posts, share photos of your training or event preparation. Remember to include photos of you in action in the lead up!



## Think big when setting a fundraising target

This will encourage your colleagues, friends and family to dig deep. If you're getting close to your original target, why not increase it!? The further you are from your goal, the more likely your supports are to donate. As your event or challenge approaches, update your fundraising goal to make it so tantalizingly close that your supporters will want to be the ones whose donation gets you over the line!



## Donate to your own fundraising page

Kickstart your fundraising to show how committed you are to helping country kids.



## Tell everyone you know

Send your family, friends and acquaintances the link to your fundraising page to tell them what you are doing, and more importantly, why you're doing it. Ask them if they will help you by donating and sharing your page. Your network might want to learn about Royal Far West, so make sure you include a link to the About Us page:

<https://fundraising.royalfarwest.org.au/cms/about-rfw>



## Ask your work colleagues to donate

Leave a donation box in your kitchen area to prompt your colleagues to donate when they head for a cup of tea. Or bake some goodies or organise a potluck lunch for a \$5 donation. It's hard to say no to food, especially when it's also supporting a great cause!



## Tell your supporters where their money is going

Every donation counts, no matter how big or small. Whether it's covering supplies like therapy putty for occupational therapy sessions, helping a child who is struggling to communicate with their family and friends access speech pathology sessions, or providing a child who is struggling with complex challenges with a comprehensive, multi-disciplinary assessment, every dollar truly adds up to create enormous impact for country kids and their families.



## Create fundraising incentives

Tell your supporters if you hit your target you will wear a funny outfit to your next social gathering or wear a wig to work for a week. Why not offer the person who donates the most to your page the opportunity to choose the outfit! Put yourself out there and show the lengths in which you'll go to help country kids access the healthcare they need!



## Share on social media

Invite your online connections to check out what you're up to. Ask them to support your event by attending and/or donating to your page. Keep your supporters and networks up to date with your progress. Remember to tag Royal Far West and use the hashtags **#showingcountrykidsicare #showcountrykidsyoucare #royalfarwest**

 **@RoyalFarWest**



## Don't be afraid to remind your network to donate

Don't be afraid to ask again - often someone may have simply forgotten! Time can get away from us and emails can get lost in junk folders, so make sure you follow up anyone who might have missed your message or been too busy to donate the first time they read your message. A great time to make a final ask for support is just after you've completed your herculean fundraising efforts. You've put your money where your mouth is, now it's their turn!



## A simple "thank you" goes along way!

Don't forget to say a huge THANK YOU to your amazing supporters. You can post thank you messages on your own Facebook or social pages tagging each new supporter after you receive a donation. Not only will your supporters feel chuffed to be thanked, it also reminds the rest of your connections to donate too! You can also use social media to report back on how your event or fundraising efforts went and share some photos.