

## Top tips for fundraising success

### Simply ask

The number one reason why people donate to charities is because they were asked. That's it. So the more people you ask, the more donations you'll receive.

### Reach for the stars

Setting an ambitious target will encourage your supporters to dig deep. And if you've already smashed your target or are getting close, increase it! The further from your goal you are, the more likely your supporters are to donate.

### Ask your colleagues to donate

It's hard to say no to food! Bake some goodies or organise a potluck lunch for a \$5 donation. Even leaving a donation box in your kitchen area may prompt your colleagues to donate loose change when they head to the biscuit jar.

### Double your money

Many workplaces have dollar matching programs, which is an amazing way to reach your fundraising goal. Have a chat with your boss or approach your local café, gym or bank and ask if they're able to support you by matching your funds raised.

### Get your family and close friends on board

Contact your nearest and dearest to ask for a donation. Let them know what you're planning and just how important their support is. Don't be afraid to suggest a donation amount to get the ball rolling!

### Let your personality shine

Personalise your fundraising page and show people why you are raising money to help patients and families living with cancer. Let them know that their donations will make a real difference. And remember to include photos of you in action!

### Create incentives

Incentivise donations! *"If I raise \$2,000 by this weekend I'll do my practice session in a onesie next week – and the highest donor can choose the costume!"*

### Spread the word

Use your social and email networks! Add the link to your fundraising page to your email signature, and share your page and progress to your social media accounts. Don't forget to ask your followers to help you reach your goal!

### Let people know where their money is going

Every dollar helps to support life-saving research and people living with cancer today. So let your supporters know how their donations are making a difference. To find out more, visit [7bridgeswalk.com.au/why-fundraise](https://7bridgeswalk.com.au/why-fundraise)

### Get the ball rolling

Lead by example! Show you mean business by making a self-donation. Not only will you demonstrate that you're committed to the cause, but you'll also set a great benchmark for other donations.

### Don't be afraid to ask again

Time can get away from us and emails can get left to deal with later, so make sure you follow up with anyone who might have missed your message or been too busy to take action. More often than not someone may have simply forgotten!

### And never forget to say a huge THANK YOU to your amazing supporters!

## Need help?



1300 65 65 85



[7bridgeswalk.com.au/contact](https://7bridgeswalk.com.au/contact)



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