

BACK TO BASICS: ONLINE FUNDRAISING

Using the web to support your favourite cause.

1. MAKE YOUR FUNDRAISING PAGE AS UNIQUE AS YOU



Add photos of you or the person you're fundraising for.

Share your story



2. GIVE TO YOUR OWN PAGE

Show how much you care and ask your loved ones to match your gift.

3. USE EMAIL TO PROMOTE YOUR EFFORTS

1 Email is king when it comes to contacting your supporters. Start by individually emailing 5-10 of your closest friends and family.

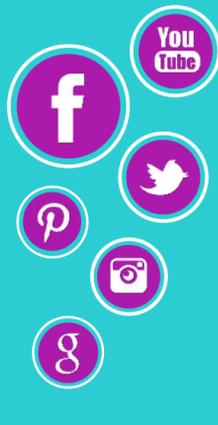
2 Widen your scope and email 10-15 close contacts. Send personal messages from the heart - use their first name, not 'Hi, all!'

3 Email as many people as you can - co-workers, friends, relatives, your entire address book.

4 Go global: share your page on social media with anyone who will listen.



4. MAKE THE MOST OF SOCIAL MEDIA SHARING



Share a picture on social to keep your supporters up to date.

Tag people who have already donated.

Be sure to include a link to your Everyday Hero page in every post.

Share the love across all your favourite social sites.

5. START A TEAM

Teams raise more money and have a lot of fun! You can support each other's efforts and even compete against each other.

TEAM ACRF



6. USE YOUR FUNDRAISING PAGE AS A BLOG

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Whether you've been on a great training run, just bought decorations for your party or want to celebrate your latest milestone, it's a great chance to keep everyone in the loop.

Show them all the amazing effort you're putting in to help end cancer!



7. GET YOUR WORKPLACE INVOLVED

- Promote your fundraising page in your email signature.
- Ask to have your story featured in the company newsletter or on the intranet.
- Send an organisation-wide email.
- Ask your company about corporate matching.



8. GO OFFLINE

Just because you have an online fundraising page that doesn't mean you can't do things the old fashioned way.

- Morning tea
- Bake sale
- BBQ
- Trivia night
- Raffle



BONUS TIP!

9. ALWAYS THANK YOUR SUPPORTERS

- Reply to each gift on your fundraising page
- Tag them in a thank you social post
- Send them a text
- Give them a hug

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