

The Monash Children's Hospital

MOVE OVER *OCTOBER*

Fundraising Guide

Monash
Children's
Hospital



FUNDRAISING TIPS

Establish a fundraising goal

Set yourself a fitness and fundraising goal you can be proud of and that is a bit of challenge for you. Don't forget to tell everyone all about it!

Make a donation to yourself

Kickstart your fundraising with self-generosity by donating to yourself. Show potential donors that you're fully committed to making a difference and set the stage for an incredible fundraising effort.

Make donating easy

Pass on a link to your profile page as often, and to as many people, as you can. You can share to Facebook, Twitter, LinkedIn and Email straight from your fundraising profile page! You can also use your unique QR code to promote your fundraising page.

Improve your online profile

Level up your online profile. Highlight your personal connection to the cause and why it holds a special place in your heart.

Storytelling

Craft compelling stories about your cause or the individuals it affects. Use emotional narratives that resonate with potential donors. Connect with their hearts and inspire them to take action.

Remind people that donations are tax deductible

All donations over \$2 are tax deductible so don't forget to remind your potential donors about this benefit.

Say Thank You

Never forget the importance of thanking your donors. You can do this straight from your fundraising dashboard, give them a shout on social media or send them a text or email to show your appreciation.

Impact Reporting

Provide regular updates to your donors, showing them the impact their contributions have made. Share success stories, photos, or videos of how their support has changed lives or achieved specific goals.

IDEA STARTERS

Are you stuck for fundraising ideas? Here is plenty of inspiration to get you started. Whether it's a large or small event, you can find something to suit everyone! Just remember that it is often the simple ideas that are the best and planning ahead is the key to your success.

Afternoon/Morning Tea

Have your family, friends or work colleagues bring a plate of food and charge an entry fee to all participants.

Casual Day

Hold a regular casual day at your workplace and charge each of those who join.

Use Social Media

Social media is a powerful selling tool, so make sure you publicise your fundraising effort online. Post constant updates on how you're tracking to your Facebook, Twitter, Instagram or LinkedIn page along with the link to your fundraising profile.

Dress up Day

Forget dressing down, it's your chance to glam up at work! Gold coin donations will determine first, second and third place with the charity the big winner when all the donations are counted.

Bake sale

A few tasty treats might be appreciated and provide additional motivation to work off the calories in the activity side of the challenge.

Sell a "Cheat Day"

If you just don't feel like getting up for that morning run or really want to enjoy (eat) in the company bake sale, set up a 'cheat day' as one of your donation dollar handles and do some extra fundraising with a donation to yourself or a colleague who needs some indulgence. \$20 buys you a cheat meal, \$50 buys you a whole cheat day and maybe a well-deserved sleep in!