



Fundraising tips

1

Set a fundraising goal

Communicating a fundraising target lets your donors know that you have a personal target to achieve and shows that you are serious about your fundraising. Set your goal high so your supporters can feel part of helping you succeed in reaching your target.

2

Plan to achieve your goal

Work out how you will achieve your fundraising target. Will you simply ask friends, family and colleagues for donations? Will you arrange a morning tea at work or school, host an event, or run a raffle with proceeds going to your fundraising target? Whatever you decide, have a plan in place to keep you motivated, on track and headed towards your goal!

3

Personalise your page

Once you have set up your fundraising page, make the page attractive! Upload your photo, title your page and write a personal message to tell supporters why you are asking for their help. Share your motivation for fundraising with your supporters. Tell them why it's important for donors to give and where their money will go. Your passion can really inspire people to get behind the cause and donate.

4

Spread the word

Tell everyone you know you're fundraising for Team MS! People can't support you if they don't know what's going on. Send an email to your contacts, place a notice in a local sporting or community newsletter, or text your friends. Make sure to include the link to your fundraising page.

Don't be afraid to ask, ask and ask again! Not all people will donate the first time you ask, they might forget or be distracted by other things. Keep them updated on your progress regularly to prompt them and follow up on those who haven't gotten back to you with a polite reminder.

5

Social media is your friend

For many of you, social media was probably your first thought when it came to spreading the word about your fundraising efforts. And rightly so! Facebook, Instagram and Twitter are all great platforms for reaching hundreds of people instantaneously.

Keep things interesting. Share your story and include pictures in your posts for maximum impact. Post at least once per week and don't forget to link every post back to your fundraising page.

Why not include your followers in the fundraising experience so they feel like they're on the journey with you? Share photos of setting up for your big event, training to beat your challenge or the yummy cakes you'll be serving at your morning tea.

6

Sponsor yourself

Make a personal donation and sponsor yourself on your fundraising page. If you are asking for donations, lead by example. The larger the first donation, the more inclined sponsors will be to follow your lead.

7

Say thank you

Don't forget to thank your supporters! Each donor helped you get one step closer to reaching your goal, so let them know how grateful you are.

Let your supporters and social media followers know how the event went and thank those who supported you. You never know, you might even get some last-minute donations rolling in. Keep your fundraising page up and running for those last-minute donors.

8

Have fun!

Any fundraising you can do is very much appreciated by the MS Society SA & NT. Enjoy the experience and please let us know if you have any questions. If you need collection containers, receipts or promotional material, please email us at events@ms.asn.au or call (08) 7002 6500.