



8 tips to step up your fundraising



1 Customise your page

Add a photo. Fundraisers with a photo attract 3x more donations.

2 Tell your story

By sharing your motivation and passion for the cause, you will connect and inspire supporters to give.

3 Donate to yourself!

Get the ball rolling! The first donation on a page often sets the trend for donations to come...and \$0 looks so sad...

4 Team up

Friends can provide support, help you stay motivated and extend your network.

5 Set your target

A goal is motivating for you and your supporters. (Pro-tip: If you've hit your target, why stop there - stretch a little further and increase it!)

6 Dollar match

Ask your workplace if they can match your fundraising, dollar for dollar.

7 Share share share!

- ☆ You are doing something amazing! Be loud, proud and active on social media and bring your supporters along for the journey.
- ☆ Start by asking people closest to you to build your confidence.
- ☆ Post regular updates and upload photos and videos - from planning and preparation to the event itself. People love to see something happening and for a chance to be a part of the fun!
- ☆ If someone can't donate, ask them to share your fundraising page - every little bit helps the cause.
- ☆ It's ok to ask more than once. Day-to-day life is distracting and people often need reminding!
- ☆ Ask after your event - a large portion of donations come after the event, so don't forget to remind your community it's not too late to donate.

8 Thank thank thank!

Engage with your supporters, personally thank and let them know how valued they are!



Stay in the loud loop!



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