



MAKING THE MOST OF YOUR ONLINE FUNDRAISING PAGE

Maximize your fundraising potential...



1. Personalise your Online Fundraising Page (Hero Page)

- Upload a photograph of yourself or even better, a video showing you in action.
- Tell a story in your blog: explain why you are raising money and how it helps. Use **Starlight & where the money goes** for tangible examples of the difference you are making e.g. \$50 can...
- Use humour (if appropriate), it works!

2. Don't set your target too low

- Online fundraising generally raises more funds than offline fundraising. You may be surprised by how deep your supporters will dig to help you. Be realistic with your overall target.

3. Share your Page URL with your close friends and family first

- Send an email to close friends and family and those you think are likely to be your most generous supporters first, before asking others. People tend to match the amounts already donated. You could make the first pledge yourself! Send your Page link to friends and family who live overseas, 10% of all funds raised come from outside of Australia.

4. Upload or Post your Page URL to your Social Media (e.g. Facebook, Twitter, LinkedIn)

- Add the URL link for Page to your social media by posting to your social media pages to alerts your network of contacts and encourage their support.

5. Add Page URL to your email signature

- Include your Page URL link at the bottom of your email signature at work and/or at home.

6. Contact all potential supporters

- Don't forget any other groups you may have connections with: former colleagues, old school friends, friends overseas, members of sporting clubs you belong to or committees you are part of. Don't forget to ask business contacts and suppliers - they often like to show support.


7. Update your Online Fundraising Page and email your supporters again

- People mean to donate, but sometimes they forget. It usually takes more than 1 round of emails to spark action, don't feel embarrassed to ask again.
- Keep your page updated adding a new photo or blog, or how much money you've raised so far, then re-send the link to your updated page by email.

8. Ask to be included in your company website or newsletter

- Ask your company if they are willing to include something about you on the website, intranet or newsletter. Some companies offer a donation-matching scheme, consider this too!

9. Don't stop fundraising when the event finishes

- A surprising number of donations are received after the event has finished, so don't stop fundraising when your event is over. Once you've recovered, update your Page again and email it around. It's a great way of letting those who have supported you know you have achieved your goal and of prompting anyone who still hasn't donated.
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For technical support with your Online Fundraising Page, contact **Everyday Hero** on **1300 798 768**