

# Fundraising Tips

## 1. SET A FUNDRAISING TARGET

Aim high, you'll be surprised how many people will get on board when you set a big target. You can always change your target later if you reach it.



## 2. DONATE TO YOURSELF

Nothing shows commitment to the cause and challenge like donating to yourself. It's also a great way to lead by example - if you're asking friends and family to make a donation, it makes sense to donate to yourself as well! Plus, people who donate to themselves raise twice as much as people who don't.



## 3. TELL PEOPLE WHY YOU'RE DOING THE CHALLENGE

Share your passion and inspiration with people and tell them why you are involved. People are more likely to support you when they are connected with your goal.



## 4. DON'T BE AFRAID TO ASK

Start by asking your closest friends and family to support you with donations. Emails, texts, social posts, phone or video calls are all great ways to tell friends about your challenge and ask for their support. Then when you've got the momentum going, ask your wider networks - they'll be keen to help you reach your goal. Don't worry if promised donations don't appear immediately. Check back in with a friendly reminder - your friends will be grateful for the follow up.



## 5. USE OUR TEMPLATES & RESOURCES

Reaching your fundraising goal is as easy as copy/paste with our **email and social media templates and artwork**. You can also use our email signature, zoom backgrounds, newsletter tile, Facebook banner, editable flyer and sugar lockdown decal to get the word out and encourage donations. All these resources can be downloaded at our hub [HERE](#)



## 6. JOIN OUR COMMUNITY FACEBOOK GROUP

Connect with other challengers, share your experience and learn tips & tricks on how to increase your fundraising. Join the community group [HERE](#)



## 7. SUPERCHARGE YOUR SOCIALS

Posting on your social media channels is the best way to raise awareness and funds far and wide – you never know who will be inspired by your challenge. Make sure to make your posts engaging with emojis, photos and a personal note about why this matters to you. Most importantly, include your page url and ask others to help by donating at your page. Instagram and Facebook stories are a great way to keep people updated on your progress.



## 8. FOLLOW UP WITH FRIENDLY REMINDERS

We all need reminding every now and again. You're doing something great for yourself, and for others, so don't hesitate to follow up, and remind them to make a donation. Even if you've asked before, people get busy or simply forget and will be grateful for the reminder.



## 9. BE ENGAGING

Make your social posts and emails personal – tell people why you're participating, what sweet treats will be hard for you to give up, and why they should support you. Include a photo of you with your favourite sweet treat, or with all the new #sugarfree foods you've found. Use emojis – everything is more fun (and eye catching!) with pictures. If you tag us on Instagram at @SugarFreeForMD we'll repost your content on our stories!



[Click here for our all our Resources to help raise funds](#)

Remember, friends, family and colleagues will want to support you - but they won't know to donate if you don't ask them!

### Don't forget!

1. Always include your challenge page url in social posts and emails so you don't miss any donations.
2. Tag us @SugarFreeForMD on Instagram or @SugarFreeSeptember on Facebook so we can share your challenge.
3. Hashtag your posts #SugarFreeForMD #SugarFreeSeptember #MuscularDystrophyNSW #MDNSW

### Have a question?

Contact Zan at 1800 635 109 or [sugarfreeseptember@mdnsw.org.au](mailto:sugarfreeseptember@mdnsw.org.au)



[www.sugarfreeseptember.org.au](http://www.sugarfreeseptember.org.au)