



## FUNDRAISING TOP TIPS

### 1 Personalise your online fundraising page

Add your photo and tell your story about why you are motivated to raise money & support people living with diabetes. It's all about the personal connection.



### 2 Get the ball rolling and donate to yourself

Lead by example and kick start your fundraising by being the first to make a donation showing your commitment to supporting people living with diabetes. Most donors will match or exceed your donated amount.



### 3 Ask your workplace to dollar match

Ask your boss if they're able to support you by matching every dollar you raise. They can dollar match the full amount or up to a particular value.



### 4 Tell your supporters why every dollar counts

Diabetes Australia's research, advocacy and support programs are all part of their commitment to changing the lives of all those living with diabetes.



### 5 Email everyone and anyone you know

Tell them what you're planning, why and how easily they can support you by including your fundraising link.



### 6 Share your progress on social media

Keep your networks informed on how you are going. If you are training for your event why not film a little video that you can share on your social media.



### 7 The sky's the limit

What about running a raffle, holding a morning tea, dinner party or those items in the cupboard that could be someone else's treasure – a garage sale. Instead of buying coffee each day, donate the amount your coffee would cost and make a homemade one instead.



### 8 Increase your fundraising target

Once you hit your target – why not increase it and keep going!! There are more donors out there wanting to support you to achieve a greater impact.

