



# Fundraising Tips

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## 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 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.



## **Spread the word**

Tell everyone you know you're participating in the MS Mighty Swim and fundraising for people living with 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.



## **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.



## **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



## **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.



## **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](mailto:events@ms.asn.au) or call (08) 7002 6500.