

Fundraising tips

SET A FUNDRAISING GOAL

- Aim high, you'll be surprised how many people will get on board. You can always change it later if you reach your goal.



DONATE TO YOURSELF

- Nothing shows commitment to the cause than donating to yourself.
- **Top tip:** people who donate to themselves raise twice as much as people who don't.
- **Enter the draw to win 1 of 5 \$30 gift cards** valid at [Timezone](#), [Zone Bowling](#) or [Kingpin](#) when you receive your first donation/donate to yourself!



TELL PEOPLE WHY YOU'RE DOING THE CHALLENGE

- Share what inspired you to get involved. People are more likely to support you when they feel connected to your story.



DON'T BE AFRAID TO ASK

- Ask your friends & family to support you with donations. Emails, texts, social posts, phone or video calls are all great ways to tell everyone 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.
- Ask your work to match your donations. Many workplaces will match their employees' fundraising dollar for dollar – meaning you can double your fundraising with half the work! Speak to your team or HR for their support!



USE OUR TEMPLATES & RESOURCES

- Reaching your fundraising goal is easier with our email and social media templates and artwork. You can also use our email signature, zoom backgrounds, newsletter tile, Facebook banner, editable flyer to get the word out and encourage donations. All these resources can be downloaded at our [resources page](#).



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**.



SUPERCARGE YOUR SOCIALS

- Posting on your socials is the best way to raise awareness and funds far and wide. Make your posts engaging with emojis, photos and a personal note about why this matters to you.
- Include your page URL and ask others to help by donating at your page. Instagram and Facebook stories are also great to keep people updated on your progress.



FOLLOW UP WITH FRIENDLY REMINDERS

- We all need reminding every now and then. You're doing something awesome for yourself, and for others, so don't be shy and remind everyone to support you. Even if you've asked before, people get busy or simply forget and will be grateful for the reminder.



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.
- Tag us on Instagram at @SugarFreeForMD we'll try to repost your content on our stories. Yay!



[Click here for all our resources](#)

Don't forget!!!

1. Friends, family, and work colleagues will support you - but they won't remember to donate if you don't ask them!
2. Always include your fundraising page URL in social posts and emails so you don't miss any donations.
3. Tag us @SugarFreeForMD on Instagram or @SugarFreeSeptember on Facebook so we can share your challenge.
4. Hashtag your posts #SugarFree4MD #SugarFreeSeptember #SFS22 #MuscularDystrophyNSW #MDNSW

Questions?

Contact our fundraising team at 1800 635 109 or sugarfreeseptember@mdnsw.org.au



www.sugarfreeseptember.org.au