

# Online fundraising tips



## How to maximize your fundraising for HeartKids NSW:

### Add a picture to your page:

Place a picture of you training or being silly. This will really personalise your page and make it a lot more fun!

### Update the blog:

There is a space on your online fundraising page to add a blog and you can include details about why you have chosen to support HeartKids. Keeping this blog up to date with your preparation will keep your page interesting and interactive for your donors.

### Make a donation yourself:

If you donate to your own challenge, you are letting all your donors know you are passionate about HeartKids and have faith in your fundraising target and challenge. Don't forget to add a comment with your donation about why you have chosen to support HeartKids.

### Be specific:

Email or send a private Facebook message to your friends and family specifically (not a group message) letting them know that you are fundraising for HeartKids and ask if they could sponsor you by donating to your page. In your email, also ask your friends for a specific amount and let them know what that will do in supporting HeartKids and their families:

**\$25** – funds a HeartKids NSW Family Support Coordinator to provide information and support to a newly diagnosed heart family

**\$30** – buys toys and activity sets for a heart kid in hospital

**\$50** – allows a care bag to be given to a child and their family while in hospital to make their stay a little bit more comfortable

**\$150** – provides test strips for a child to enable their medication to be tested for a year

**\$200** – helps Family Coordinators support 8 Heart Kids and their families whilst in hospital

**\$2000** – allows a researcher to investigate the causes of Childhood Heart Disease for a week

Below is a sample email you can use:

Hi \_\_\_\_\_,

*I wanted to share some exciting news with you! I am going to be participating in < event name>. I will also be fundraising for a cause close to my heart – HeartKids NSW.*

*HeartKids NSW supports children with Childhood Heart Disease (CHD) and the families who cherish them. Their support services focus on ensuring that 'heart families' are not alone on their journey with CHD.*

*They also advocate on behalf of the CHD community and work hard to improve public awareness about the disease, its impacts and the vital need for increased levels of support. A donation of any kind will make a huge difference to the children & their families HeartKids NSW supports, but if you could support me by giving one of the following amounts, it will help me reach my fundraising goal of <insert your fundraising goal>:*

- *\$25 – funds a HeartKids NSW Family Support Coordinator to provide information and support to a newly diagnosed heart family*
- *\$50 – allows a care bag to be given to a child and their family while in hospital to make their stay a little bit more comfortable*
- *\$150 – provides test strips for a child to enable their medication to be tested for a year*

*Any support that you can give me would be so appreciated! All donations are tax deductible and you can donate online here - <insert your fundraising page link here>*

*Thank you so much 😊*

### **Make your first donations count:**

If your first couple of donations are \$50+, then the following donors are likely to give around the same amount. Cheeky but all for a good cause!

### **Promote your page:**

Post your fundraising page link on your Facebook and Twitter accounts every couple of weeks with an update on how your training, preparation or fundraising is going. You can connect your online fundraising page & your Facebook/Twitter account to make sharing even easier.

### **Follow up:**

Send a follow up email or message (if they haven't donated) 2 weeks after your first email - don't be afraid or too shy to ask again. Majority of the time, your email has fallen to the bottom of their inbox. It's an amazing thing you are doing so don't be afraid to ask again!

### **Email signature:**

If your company will allow it - see if you could add your Everyday Hero page fundraising link in your work signature so that any email communication you have can help you in your fundraising. We can also provide you with our "Supporting HeartKids" logo to put in your email signature.

### **Fundraising offline:**

You can also host a fundraising event offline to help raise even more funds for HeartKids and help you reach your fundraising goal faster. Some easy & effective offline fundraisers are:

- Bake sale at work
- Casual Friday at work with a gold coin donation by all staff coming to your HeartKids fundraising
- Leave a HeartKids donation tin at your work/office front desk for your colleagues & visitors to donate
- Fundraising BBQ at home or work with your family/friends/colleagues donation a small amount to attend
- Trivia/movie night with friends
- BBQ at Bunnings Warehouse

**Thanking goes a long way:**

Be sure to thank all your donors once they donate!