

FUNDRAISING TIPS

MAXIMISE YOUR FUNDRAISING BY FOLLOWING OUR TIPS



Upload a photo to your fundraising page

Your supporters want to see who they are donating to.



Be clear and direct

Use email and SMS to personally let your friends and family know about your fundraiser and to share your page link.



Lead by example

Make a self donation to get the ball rolling and show your level of commitment.



Set a realistic target

Set a fundraising target worthy of your commitment. Don't be afraid to adjust this target and increase it when getting close so your donors will want to continue to help.



Use your social media

Social media is the best way to spread the word and the easiest way to link people directly through to your fundraising page. Adding your reason WHY people should support you is important.



Ask again

Sometimes life and busy schedules get in the way and your supporters may have simply forgotten to donate. Remember to keep reminding your network.

**WalkWest
Virtual Landmarks
Challenge**

