
EFFECTIVE FUNDRAISING

MONASH RUN FOR REFUGEES 2019

**CHANGE IT.
FOR GOOD.**

GETTING STARTED

You can do it!

Fundraising can appear daunting when you're starting out, but we're there to help. We find the most common reasons people don't achieve their fundraising goals comes down to two factors: they don't know *who* to ask, and they don't know *how* to ask.

Thankfully, we're here to help. Here are our tips on having a great fundraising campaign as you Run for Refugees.

WHO TO ASK

- **Social media** is your number one tool to spread the word. Write a post about what you're doing and how much you're aiming to raise, then invite people to help you achieve your goal
- **Networks** are key as well. If you've got relatives, workmates, or friends, then you've got a network waiting to give. Ask people to pass on your social media post, or to share your fundraising link on their social media feeds. You can ask people to email friends as well - just write up a quick summary of what you're up to and let them pass it on – that way you access their networks, too. Whatever you do, don't be afraid to get the word out. People want to give, you just need to ask.

HOW TO ASK

- **Have an ambitious but achievable goal.** When a target is too low or too high, motivation for giving tends to flag. The key is to show that your goal is **achievable** while not being too easy. If you know you've got five friends who'll give you \$20, don't aim for \$100 - aim for \$200. If you know you can get \$500 easily enough, pump it up to \$750. Stretch yourself a little, and people will join in your efforts!
- **Tell your story.** Is this your first time running in an event? Let people know what motivated you to get up. Share stories from your training on social media. And every time you tell your story, put that donation link in there. You'll gently nudge people along to supporting you as they join you on the journey. If you're a regular runner, let people know what's different this time. Are you aiming for a faster time? For a bigger fundraising goal? Let people know your goals and how they can be involved.
- **Nudge the word out.** People might take a while, but if they don't know what you're up to, they can't help. Send out a text to let people know you're fundraising - customise it so people know it's for them. Fire off a few emails, maybe even let people know when you're training. Awareness + opportunity will get you more donations.
- **Momentum is your friend.** You'll know when it's happening. Your team gets that first donation, and you feel like you can actually do this. As more people come on board, your story goes from 'help me get started' to 'help me achieve my goal'. And once you're over your goal, let people know there's still time to give!
- **Have a point of difference.** Wear a sombrero on the race. Put the name of someone who's inspired you on your race bib. Tell people you'll run one kilometre for every ten dollars raised this week. With your efforts to stand out, you'll attract people's attention. And as they donate, they enjoy seeing you follow through on your ideas.

There we go! Lots of handy tips. If you're after the TL;DR version, it's this: **YOU CAN DO IT!** Just like starting uni, starting is half the battle. Once you get going, you'll find yourself caught up in the momentum and the fun will keep coming.

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