
SOCIAL MEDIA FUNDRAISING

MONASH RUN FOR REFUGEES 2019

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GETTING STARTED

Social media allows you to get your message out to your friends and family in a quick and effective way. You can show your progress and the challenges you're facing in a way that engages potential donors in seconds. The key to a good social campaign is walking your social network with you on the journey.

Here's the summary:

- **Get an intro post out as soon as possible**
- **Share your journey so people get reminded of what you're up to**
- **Always have a photo to help engage people with your post**
- **Always include a link to the donation page, and make sure you ask people to donate**

And now the in-depth version, including a guide for your intro post. Below you'll find a breakdown of an effective campaign, based on Scott, who ran a brilliant campaign last year, and smashed his \$500 target by raising \$1500.

THE FIRST POST

Your first post will set you up for success. Let people know what you're fundraising for, and why. They're donating to you, as well as the cause you're running for. Having a gimmick helps, but it's likely that you getting out there and doing a run for others will be enough to get donating.

Start with an **attention-grabbing line** - "Most of you have never seen me run for a tram, let alone run five kilometres, but this year I'm gearing up and overcoming my fear of physical activity to raise funds for asylum seekers."

Follow up with **the cause** - "As asylum seekers are ineligible for government support, the full cost of each year must be paid up front - I want to help, and that's where you come in."

Give people an **achievable goal that still stretches people** - "On July 29, I'll be taking part in Run Melbourne, and I'm aiming to raise \$500 to help change an asylum seeker's life through the power of education. That's just ten donations of \$50!"

Feel free to add a **point of difference** - "But wait, there's more! For every \$100 I raise, I'll change one item of clothing to something fluro, starting with my socks and moving up. For every \$50 over my target, I'll be adding a fluro hair-tie to help me look great out on the course!"

Finally, the **call to action** - "Head over to my team's fundraising page here [insert team URL] to donate, and make sure you put my name as the person you're supporting. I'm looking forward to making a bold statement on July 29, so join me on the journey."

Finally, finish your post off with a compelling **photo**. Could be you running, lounging, or something else. Just let people see that you're on board! Photos will help people stop to read what you have to say.

Here's how it reads:

Most of you have never seen me run for a tram, let alone run five kilometres, but this year I'm gearing up and overcoming my fear of physical activity to raise funds for asylum seekers.

As asylum seekers don't receive government support for tertiary education, the full cost of each year must be paid up front - I want to help, and that's where you come in. On July 28, I'll be taking part in Run Melbourne, and I'm aiming to raise \$500 to help change an asylum seeker's life through the power of education. That's just ten donations of \$50!

But wait, there's more! For every \$100 I raise, I'll change one item of clothing to something fluro, starting with my socks and moving up. For every \$50 over my target, I'll be adding a fluro hair-tie to help me look great out on the course!

Head over to my fundraising page to donate. I'm looking forward to making a bold statement on July 28, so join me on the journey by donating here: [link to your fundraising page]

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Scott's example:

Scott took part in YGAP's Polished man campaign last year, where participants paint a nail to raise funds towards the eradication of violence against women and children. His campaign started with a terrific introduction:

Scott's Intro:

"Scott wearing nail polish? I'd pay to see that!"

Well now you can!

One kid dies every five minutes as a result of violence.

If that stat moves you, let it move your wallet as well.

This month, I'm sporting one painted nail as part of YGAP's #PolishedMan campaign to raise funds for the child trauma prevention and recovery work of World Vision and others.

As an added bonus, this year, for every \$300 I raise, I'll be painting another nail. There's more: if we get them all painted (by raising \$3,000), every \$300 added to the tally after that will turn a nail pink!

Please have a laugh at my ridiculous looking man-icure, but then make sure you dig deep and donate to my page at [link]

FOLLOW-UP POSTS

Once you've let people know what you're up to, keep them engaged. You don't need to post every day, but a once-a-week update can keep people engaged. Make your updates punchy and interesting, and you'll draw more people on board. Key things you could consider mentioning:

- **Fundraising total:** How are you and your team doing? How much more is needed to achieve your goal? What's the milestone you need to hit next or just achieved?
- **Interesting information about the cause:** The story of a refugee whose study led them to great things, an article on the cause to help people get inspired to give.
- **A training update:** Get a photo of yourself out at Albert Park, or getting around the uni in your gear. Anything to let people see you're committed, so they can commit, too!
- **A link to your fundraising page** and an ask for donations. Keep asking, people will eventually get on board! People will give when they're ready, and the more opportunities you give them, the higher the chance that they'll get on board.
- **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!

Your follow-up posts can follow a similar format to your introduction, but keep things punchy. An interesting photo will always help you grab attention. Here's Scott's follow-up example:

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Scott's update:

Just when my nails thought it was safe, a legend at my work made a generous donation to my #PolishedMan fundraiser so now it's 4 nails down, 6 to go!

One kid dies from violence every five minutes and your donation here can help stop it: [link]

The key thing is to keep the interest going. Pick a target, let people know your goals, and draw them along with you. Your story is key here. People are donating to the cause, but they're also donating to you and your journey. Here's a key as well: **make sure you put an update on the weekend of the run.** With the pressure of time, people are more likely to donate as your fundraising draws to a close. It's all about momentum!

THE WRAP-UP

Get that race day photo up! Let people know how much fun you had - and make that final ask for donations. It's not too late to donate! Keep yourself in people's mind, and give them the last push - you'd be surprised who jumps in at the end to bump up the team total. It's important to close the loop with people so they can see what they donated to come to pass - and even though the cause is about asylum seeker scholarships, people want to see YOU and your running success!

Here's how Scott brought it all home:

Scott's wrap-up:

🙌 THANK YOU! 🙌

Thank you to everybody who supported my #polishedman campaign.

Together we've raised \$1,600 for the child protection and trauma relief work of YGAP, World Vision + others. We did this because one child dying from violence every 5 minutes is a stat we can't ignore.

We didn't quite get them all painted this time (@ \$300 per nail) but came close with 6 (still enough for a month's worth of funny looks!)

There's still one day left so it's not too late to donate: [link] 🖱️

That's it! Remember, these are all suggestions, and the key is to be yourself and find what works for you. Once people are on the journey, your momentum will grow, and so will your confidence. You can do it!

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