

TOP FUNDRAISING TIPS & TRICKS!



FUNdraising is easy!

So we have put together some tips and tricks to make your FUNdraising as big and as pink as possible!

GET SOCIAL!

Kick-start your fundraising by sharing your online fundraising page with your friends, family and colleagues. By posting the link to your social networks (Facebook, Twitter, Instagram and email), your supporters are able to donate immediately and receive a tax receipt on the spot!

SPREAD THE WORD!

Involve the local media and tell your community about your event! Included in your registration approval email is a template media release which you can customise and send to your local paper to promote your fundraising.

WORK ON YOUR WORKPLACE!

Approach your employer and see if your business will match employee donations. If your employer won't pledge match, try holding a workplace 'Pink Day' or another event that requires co-workers to 'pay' to be involved. Make it fun and get them involved!

INCORPORATE MERCHANDISE!

Whether you decide to sell pink balloons or dress the part in pink, incorporating merchandise into your event is an easy and FUN way to make some extra FUNdraising dollars. Visit our McGrath Foundation Shop Pink site for further merchandise ideas www.shoppink.mcgrathfoundation.com.au.

HOLD AN EVENT!

Fancy a high tea? Feel like a fun run? Hosting a fundraising event is an engaging and easy way to raise money. For inspiration, check out a few of our favourite fundraising ideas over the page!

SOURCE A SPONSOR!

Another great way to involve your supporters is by approaching them for sponsorship. From logo inclusion, prizes, venues, product placement or cash donation – don't be shy to speak up. You would be surprised how many fellow businesses wish to support local fundraising events!

COLLECT AWAY!

Collection Tins are the easiest way to fundraise for your event. Ask some of your friends and family to walk around with collections tins and you will reach your fundraising target before you know it! If you have forgotten to ask for a tin in your registration, simply contact us to arrange prior to your event.

MAKE FUNDRAISING LESS 'TAXING'!

Tell your supporters that donations over \$2 are tax deductible. Ask us for our receipts template to ensure those wishing to claim the tax back are issued with a receipt.

SAY THANKS IN PINK!

Appreciation is key! Fundraising is a community effort so be sure to thank everyone who's helped with your fundraising, whether their donation was time, money, material goods or support. At the end of the day, it all helped!



together we can make a difference*