

HOW TO ENSURE FUNDRAISING SUCCESS

The best fundraising tool you can use is promoting your personal fundraising page, which you can setup through Everyday Hero after you've signed up. This personalised fundraising page makes it easier than ever to encourage your family and friends to make a donation online. It also helps you to recruit and communicate with your supporters and track your progress.

Need some more help getting your fundraising started? Here are our simple tips to help make your fundraising easy and successful.

1. Personalise your online fundraising page

Give your Everyday Hero page some personality. Add a photograph and tell everyone why you're taking on the Challenge and raising money for Wheelchair Sports WA.

2. Set a target

Set an ambitious, but achievable, target and you'll find your supporters will dig deep to help you get across the line.

3. Kick off your fundraising yourself

Lead by example! Show you mean business by making a donation from your own pocket. It'll make it easier to ask others to pitch in.

4. Get your close friends and family on board

Email your nearest and dearest to ask for a donation. Let them know what you're planning to achieve and why their support is so important. Suggest an amount to put in.

5. Contact local businesses for support

Ask your local businesses for a donation. Contact the places you regularly visit, like your hairdresser, day care centre, school or sports club, and ask if they could help. Remember to tell them that any donation over \$2 is tax deductible.

6. Ask your work colleagues to donate

Start by negotiating a donation from your boss. Don't be afraid to aim high! Use your enthusiasm to persuade your co-workers to sponsor you.

7. Ask your workplace to match your funds

Here's a great way to increase your total funds. Many workplaces have dollar-matching programs for charities, so ask them to support you by equalling your total funds raised.

8. Use your network to spread the word

Your regular email and social media activities are a great way to get the word out about the Challenge. If you're on social networks like Facebook, LinkedIn or Twitter, post a link to your fundraising page on your profile, share progress updates and ask your followers to donate.

9. Follow up anyone who hasn't responded

Some folk may have missed your sponsorship email or been just too busy to take action. Follow up anyone who hasn't responded to your request for a donation with a polite reminder.

10. Keep on fundraising once your event finishes

You'd be surprised how many donations are received after the official event, so don't stop fundraising when yours is over. Email everyone you approached to tell them how your Challenge went and thank those who supported you. You might prompt a last minute donation from the ones that forgot.

The number one reason people donate to charities is because they were asked.

The more people you ask to sponsor you, the more funds you will raise... so start asking!