**Fundraising Tips.**

1. Create a **fundraising plan** before you start.

* Create a 1- year plan detailing every fundraising activity for the year.
* 3 and 5-year plans can be noted more broadly. Look at the growth and additional resource needs as part of assessing future activities and the ultimate goals of your organisation.
* The fundraising plan should include the **types of events**.
* Walk-a-thon.
* Selling cakes and baked goods.
* Fetes.
* Car wash.
* Produce a cookbook for sale.
* Used book sale.
* Karaoke nights.
* Trivia nights.
* Include **techniques.**
* Raffles.
* Auctions.
* School events, both whole school or whole school and community.
* Virtual events like talent shows and concerts.
* Connect with local events for fundraising opportunities.
* Accessing grants.
* Donations / In kind donations.
* Corporate giving and partnership development (Consider the possibility of a partnership with a local business who gives resources/money with a particular focus on curriculum-based outcomes).
* Create a Facebook event for your fundraiser. Invite all your Facebook friends. Be sure to paste your fundraiser link in the event description.

1. Develop a timeline for your fundraiser.
2. Estimate how much your fundraising campaign will cost.

* Cost of fundraising will be critical the types of events chosen.

1. Create a supportive fundraising team.

* Understand the support required.
* Ask friends and family to help / volunteer their time.
* Teachers, students, parents and careers, local business partners and community members.

1. Give your donor a reason to want to give and tell their friends about the fundraiser.
2. Create a fundraising page on your website. VERY IMPORTANT – Make sure that you have a ‘DONATE’ button on the landing page on your website. Make it easy for people to donate!
3. Reach out to your local media. While sharing on social media is important, it can also help to reach out to your local news organisations and let them know how this fundraiser may benefit your local community. Most community media outlets have a community notice board. This could be a mention on radio or a newspaper notice.
4. Harness the power of social media to spread your story and get more support. Facebook Twitter Instagram.

* Ask others to share. Ask people you know to also share across their social media.

1. Team up with local businesses. See if they would share your fundraiser in their store.
2. Create fundraiser flyers/posters to send via email ask local businesses to hang a poster in their store.

* Include a QR code on flyers / posters that direct people to your fundraising page.
* Carefully consider the costs associated with printed materials. No print costs associated with your website, social media, or email.
* Create a fundraising hashtag - This is a way to build social media awareness around your [fundraiser](https://www.gofundme.com/).

1. Share the information about your fundraiser regularly.
2. If you are selling tickets to a fundraising event, make sure that it is as easy as possible to purchase tickets, with a variety of options on how to pay.
3. Advertise your fundraising goal. People will feel encouraged to donate knowing how the funds will be used.
4. Say ‘Thank you’.