

## Top Tips for Fundraising

- Keep it simple! Choose an event or activity that you want to do to fundraise for KidsCan.
- Define your goal – set mini goals as well as an overall target, to make your goal more attainable.
- Start early; the sooner you begin your fundraising efforts, the more you're likely to collect.
- Time / Date / Location – make sure you check calendars for any date clashes, take into consideration public and school holidays. Pick a date that gives you enough time to plan and prepare for your event or activity.
- Set up a fundraising page via <https://givealittle.co.nz/> for easy fundraising and the money will come directly to KidsCan. You can personalise and update your page as you go.
- Planning is key, so make sure you write a checklist of everything you need and think about your timings.
- Approach your boss to find out if there are match giving schemes, whereby they match their employees' charitable contributions.
- Ask close friends and family members to donate first as other people may then match their generosity.
- Make a list of people to ask for donations and decide the best way to make contact with them. Although you may feel like a bother, don't be shy about contacting people. Remember that the worst they can do is say no, and more often than not they will say YES!
- Keep your friends informed. Email them your fundraising link and provide regular updates on your progress or post via social media.
- Include the link to your fundraising page on your email signature. This will raise awareness of your efforts and ensure every email you send could prompt a possible donation.
- Don't forget to remind everyone after your event or activity that there are still opportunities to fundraise. They might be persuaded by the effort you put in and what a great result you achieved.

**ASK the team at KidsCan for any help you need with planning or any aspect of your event!**