



LET'S CHANGE 47

Top 8 Fundraising Tips

1. Lead by example

Make a personal donation to your online fundraising page to demonstrate your commitment to the cause. Encourage others to follow suit and match your donation.

2. Spread the word

Leverage your professional and personal networks to promote your fundraising efforts. Utilise social media platforms like LinkedIn, Twitter, Facebook, and Instagram to educate your audience about homelessness and encourage them to donate.

3. Send personalised emails

Access pre-written email templates on the Change47 website to send to your contacts encouraging them to sponsor you.

4. Personalise your fundraising page

Customise your page with personal touches like a profile picture, personal summary, and fundraising progress updates to attract more supporters.

5. Create incentives

Offer incentives to work colleagues or other donors to encourage them to sponsor you. Turn your staff meeting, morning or afternoon tea into a fundraiser or come up with another fundraising activity.

6. Raffle off your best assets

If your company sells products or experiences, put together a prize pack to raffle off among staff, clients, and their friends and family.

7. Call in favours

Reach out to those you have supported in the past and ask for their support now.

8. Show gratitude

Don't forget to thank your supporters regularly and keep them updated on your progress. A little thank you can go a long way in building lasting relationships.

Thank you for
signing up for
Change47