

TIPS & TRIPS TO HIT YOUR FUNDRAISING TARGET FOR STARSHIP

Personalise your page: Research shows personalised pages raise 74% more money for charity. To personalise your page, simply upload a profile picture, and add a personal story. It doesn't have to be long and detailed, just a quick word about why you're running for Starship and would like support.

Make your first donation a good one: One of the defining actions many successful fundraisers take is self-donation (if you are able to). Fundraisers who make a self-donation raise on average 27% more than those who don't. Making a donation to your own fundraising page shows your supporters you back yourself, and you're invested in taking on this challenge to fundraise for Starship.

How to ask:

- **Ask for specific donation amount (ie \$50)** Often your friends and family just don't know how much to give. Sometimes this uncertainty stops them from donating. Why not ask your generous boss for \$100!? If you only ask them for \$20, they'll only give you \$20. People who ask for a specific donation amount raise on average 184% more than those who just ask generally.
- **Share your passion for the cause you're supporting** and explain why you chose them. People are far more likely to donate to your cause if they understand why it's close to your heart. Fundraisers who tell friends and family why they're fundraising (instead of just asking) receive up to 121% more donations.
- **Share an interesting fact to make people know what they are supporting:** eg. "Starship Hospital sees around 140,000 patient visits every year, from children all over New Zealand". Fundraisers who tell potential donors what their donation will achieve raise 74% more than those who don't.

Follow up asks for support: Your friends, family and colleagues are busy people. If you ask them to make a donation to your page and they haven't within a few days, don't be afraid to follow up. It's likely that they meant to support you but have simply forgotten and they'll welcome the reminder. Fundraisers who follow up their initial asks raise 53% more than those who don't!

Thank every donor: Thank every person who donates to your page publicly, by posting a thank you on Facebook or Instagram with a link to your page and tagging them. This not only shows your gratitude, but also reminds those within your network (and theirs) to give too. Fundraisers who personally thank every donor raise 40% more on average.

The 3 best ways to share your page:

1. **Share your page via email A LOT!** There is a direct relationship between the number of emails sent and average amount raised.
2. **Share in a private Facebook message to friends, asking for them to sponsor you:** This is one of the most effective ways you can raise funds on FB. Fundraisers who do this raise 58% more!
3. **MOST EFFECTIVE: Share in a Facebook Group!** Research shows that the MOST successful way of sharing your page using social media was to use a Facebook group. Simply create a group around your fundraising activity, invite your family and friends and ask them to support you. You can post updates in the group and tag members to remind them to donate. Fundraisers who do this raise double the amount of those who don't! You can post in groups you're already a part of too, eg. your local community page. The Titirangi Community FB page has 12.6k members alone, and I'm sure a lot of them would love to be given the opportunity to support Starship's kids.

How often should you share?

The simple rule here is: the more you share, the more you raise!

Thank you for all you have done
for me and all the other children
at Starship.



Love Emily

Thank you!

