






Fundraising tips

Larapinta Trail Challenge 2017

Fundraising is easier than you may think!

Spread the word about you taking part in the Larapinta Trail Challenge to your friends, family, colleagues and networks, and ask them to help you.

Own your fundraising result

- **Be the first...** by donating to your own Everydayhero supporter page you are showing your commitment to your fundraising and setting the benchmark for other donations.
- **Tell your story...** let your supporters know WHY you were inspired to take the challenge to support indigenous education, health, research and community initiatives – share your passion.
- **Share your fundraising page on social media to spread the word...** and ask your networks to also share your Everydayhero fundraising page, every share helps. For more detailed tips for using social media to raise money, please contact the Larapinta Trail Challenge project team.
 -  A great way to gather all your supporters and potential supporters in one area is to create a Facebook event (with your Everydayhero fundraising page link) and inviting your family and friends to join.
 -  Ask your Twitter followers to retweet your message and fundraising page link. Update your Twitter bio to include your fundraising page link.
 -  Share photos on Instagram that capture your passion for the cause and the challenge (with a screenshot of your Everydayhero fundraising page), and keep your followers in the loop with behind-the-scene photos of your challenge preparation.
- **Thank your supporters...** let them know their donation has been noticed and appreciated. A simple 'thank you' reply to their gift on your Everydayhero page can really make someone's day.
- **Send personalised emails to your networks...** don't just spam your address book! Those few short minutes making a personal connection to an email recipient can really make a difference. Include your Everydayhero fundraising page link in all your emails.
- **Update your fundraising page...** keep your family, friends, colleagues and networks updated with your progress. How is the fundraising going? What obstacles have you come across? What are you really enjoying? Share photos of you training, wearing in your boots, etc. Keeping your donors and potential donors involved over the coming months. Maybe connect your Everydayhero fundraising page with your MapMyFitness or Strava app to share your training with your family and friends.
- **If you hit your target, or you are close reaching it – increase it...** if people think you are close to meeting your target they may not donate the \$200 they were going to if you are only \$75 off your goal.
- **Ask again...** you know how it is, people often need reminding about all sorts of things. If you asked them once and they haven't donated – ask again, they may have just forgotten and won't begrudge a friendly reminder. Don't bombard your address book, but don't give up after a single email either!
- **Give something up to raise money...** perhaps coffee, TV or an activity that you normally do. Involve your friends and family for moral support and let everyone know what you're doing and why. Invite your friends and ask them all to donate after you've shown them how passionate you are about this cause and challenge.



- **Ask your employer to sponsor you...** or see if there is a matched giving scheme where they'll match every dollar you raise. Set up a workplace challenge with your colleagues.
- **Put up posters...** around your local community, shops, workplaces, schools, study areas that show your team's fundraising page link. Ask your local school or sporting club to include a short story about your fundraising in their newsletter.
- **Hold a trivia evening or other event...** invite your friends and ask them all to donate after you've shown them how passionate you are about your cause.
- **Don't forget to have fun...** remember you're doing something amazing! You are supporting a wonderful cause and in August 2017 will achieve something many people never get to do.

You will hear more from UON about the Larapinta Trail Challenge as we create a buzz around the event and lead people to your fundraising page. We will feature trek participant profiles on the UON webpages.

Please do keep in touch with us, the Larapinta Trail Challenge Project team, in the Office of Alumni and Philanthropy at UON – we're here to support you.

We'll be in touch with you regularly over the coming months but feel free to call us at any time; we'd love to hear how you're going, to answer your questions about how to get the most out of your individual or team fundraising, and provide ideas to help you in your fundraising journey!

For more information

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