



---

# FUNDRAISING TIP SHEET

---

## 01 TAKE THE LEAD

Once you start your fundraising, it's always a good idea to make the first contribution! Nobody likes to be first. This will make others more likely to get involved.

## 02 ADD YOUR WHY

No matter how you decide to share your fundraising, the most important thing you can add to this message is why you are doing it. Let your family and friends know why fundraising for GGRF matters to you, that's what they care about most!

## 03 START WITH YOUR CLOSE CONTACTS

It's always best to start by sharing with your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum.

## 04 SHARE

Once your fundraising is up and running share it on both Facebook and Twitter and motivate your close friends and family to do the same. One good strategy is tagging people that have already donated to motivate new people to join. This spreads your message further and lets other people know that they are already getting behind you.

## 05 REENGAGE

Don't hesitate to send a few follow up emails or messages. People can easily overlook your first announcement and then forget to go back to them. Use your social media to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised) and at the same time ask them to help you hit the next milestone.

## 06 GIVE THANKS

As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

---