

# HEARTBEATS

## FOR HEART KIDS

## INTRODUCTION TO FUNDRAISING

**Establish a fundraising goal** - Set yourself a fitness and fundraising goal you can be proud of and that is a bit of challenge for you. Don't forget to tell everyone all about it!

**Make a donation to yourself** - Kick off your fundraising by making your own donation. This shows potential donors you are committed to reaching your goal and sets a positive tone for your fundraising effort.

**Make donating easy!** - Pass on a link to your profile page as often, and to as many people, as you can. You can share to Facebook, Twitter, LinkedIn and Email straight from your Fundraising profile page!

**Improve your online profile** - Don't underestimate the importance of having a good online profile page. Ensure you mention your connection to the charity partners and why the cause is important to you.

**Educate people about where the money will go** - Chain Reaction Challenge Foundation always ensures the money goes to very worthy causes to support kids in need 0-18 years old. In this case, HeartKids programs. Communicating about these charity stories is always very powerful.

**Remind people that donations are tax deductible** - All donations over \$2 are tax deductible so don't forget to remind your potential donors about this benefit.

**Say Thank You** - Never forget the importance of thanking your donors. You can do this straight from your fundraising dashboard, give them a shout on social media or send them a text or email to show your appreciation.



# IDEA STARTERS

Are you stuck for Fundraising ideas? Here is plenty of inspiration to get you started. Whether it's a large or small event, you can find something to suit everyone! Just remember that it is often the simple ideas that are the best and planning ahead is the key to your success.

**Afternoon/Morning Tea** - Have your family, friends or work colleagues bring a plate of food and charge an entry fee to all participants.

**Casual Day** - Hold a regular casual day at your workplace and charge each of those who join.

**Use social media** - social media is a powerful selling tool, so make sure you publicise your fundraising effort online. Post constant updates on how you're tracking to your Facebook, Twitter, Instagram or LinkedIn page along with the link to your fundraising profile.

**Dress up Day** - Forget dressing down, it's your chance to glam up at work! Gold coin donations will determine first, second and third place with the charity the big winner when all the donations are counted.

**Bake sale** - A few tasty treats might be appreciated and provide additional motivation to work off the calories in the activity side of the challenge.

**Sell a "Cheat Day"** - If you just don't feel like getting up for that morning run or really want to enjoy (eat) in the company bake sale, set up a 'cheat day' as one of your donation dollar handles and do some extra fundraising with a donation to yourself or a colleague who needs some indulgence. \$20 buys you a cheat meal, \$50 buys you a whole cheat day and maybe a well-deserved sleep in!

