

TOP TIPS TO HELP YOU RAISE MORE



TIPS FOR RAISING MONEY FOR THE CAUSE YOU CARE ABOUT



OWN YOUR FUNDRAISING RESULT

1. Be the first! By donating to your own everydayhero fundraising page, you're showing your commitment to your fundraising and setting the benchmark for the family and friends who come to your page to make a donation.
2. Remember to upload a profile photo - people want to see who they're donating to (and it helps create an emotional connection!).
3. Update your fundraising page! Keep your family, friends and colleagues updated with your training and fundraising progress. How are you going? What obstacles have you come across? What are you really enjoying?
4. Connect your page with your MapMyFitness smartphone app. Not only will it help you share your workouts with your family and friends, but your everydayhero Giving Footprint grows with every mile you run for charity, even in training!
5. Tell your story. Let your family and friends know WHY you're doing what you're doing. They want to know your story, so go ahead and share your passion!
6. If you hit your target, or you're close to reaching it... increase it! If your network think you're close to your target, they might not donate as much as they originally intended.
7. Check out the everydayhero wonderwall to see the inspiring stories of other fundraisers!

RAISING MONEY IN A FUNDRAISING TEAM



WHO DOESN'T ENJOY SPENDING TIME WITH FRIENDS?

Raising money for your favorite cause is more fun in a team. You and your friends can create team fundraising pages through everydayhero - it's so easy. Here's some tips on how to raise more for your cause as a team.

1. Make some team t-shirts - don't forget to include the link of your team fundraising page. You can give them to all your friends and family for them to show their support and help you get the word out.
2. Put up posters around your local area that display your team fundraising page link.
3. Email the local press in your area. Ask them to promote your team page and run a story and photo of you all having fun and raising money.
4. Get together as a team and 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.
5. Set weekly or monthly targets for each team member to remind you to keep spreading the word and to keep your fundraising momentum going.

Goals for each team member could include

- Making a donation to your own fundraising page. It help you show your commitment to the cause.
- Email your team fundraising page link to at least 30 of your friends - use every single one of your networks!
- Share your team fundraising page on your Facebook and Twitter.
- Ask your employer to sponsor you or see if there is a matched giving scheme where they'll match every dollar you raise!

Don't forget to have fun! The best thing about fundraising with friends is that you all share the same passion!

GIVING THINGS UP TO RAISE MONEY



IT CAN BE HARD, BUT GIVING UP CAN RAISE HEAPS

We all know how hard it can be to give up something you enjoy to help raise money for a cause you care about. Stick to our top tips to help you get along...

1. Safety in numbers! Get your friends and family involved, the moral support of others going without will really help you when you're having a slow day.
2. If you're giving up a certain food or drink to raise money, make sure you replace it with something healthy so there isn't a void to remind you what you're missing.
3. Let everyone know what you're doing. Print off business cards with your everydayhero fundraising page link on it. Include a small description of what you've given up and why - then hand them out to your family and friends when they ask you!
4. If you're abstaining from an activity that you normally do, make sure you replace it with another fun activity to take your mind off it. Exercise is a great way to fend off negative thoughts and you can link your MapMyFitness app with your everydayhero fundraising page and share every single step taken and calorie burned right on your page.
5. Reward yourself! Even before your time of abstinence is up, treat yourself to a movie or nice meal to keep your enthusiasm sky high!
6. Tell people. Send out personalized emails to round up those around you for support - don't just spam your address book! Those few short minutes making a personal connection to an email recipient can really make a difference.
7. Don't worry! If you do break and end up cracking, just pay a donation to your fundraising page as a fine and carry on with the rest of your commitment. Don't let one tiny slip up ruin all the hard work you've put in already!

RAISING MONEY ON FACEBOOK



TIPS FOR USING SOCIAL MEDIA TO RAISE MONEY

1. Create an event on Facebook and invite all your family and friends to join - remember to include a personal message in your invite so they don't feel 'spammed.' This is a great way to gather all your supporters and potential supporters in one area. Don't forget to include your everydayhero fundraising page link.
2. On your event page, try suggesting various sponsorship amounts to your audience. Take the pressure off them! Let them know what various amounts will help your charity achieve for their mission. If you're not sure, get in touch with the charity you're supporting and ask them - they'll be glad to help you out! Remember to include some lower amounts and higher amounts.
3. Post your fundraising page link to your Facebook wall. Let everyone know what you're doing - and if they're unable to donate themselves, ask them to share your page link to their own network - gain an even further reach!
4. Tell your story on your event page. Tell people what you're doing and why it's important to you. People love to hear the reasons behind your endeavor so be personal! What you're doing is brilliant and you shouldn't feel shy about sharing it with your friends.
5. Upload photos, share yourself in action with your Facebook friends! Show pictures of the cause you care about and inspire them with your passion.
6. Make a video! Use your smartphone to record a short video (a minute or two is plenty!) to show your face and speak to your willing audience. Really inspire them to want to help you raise as much as possible.
7. Everyone's on Facebook - your charity probably is too! Find them and 'like' their page and post on their wall. Connect with them! They'll definitely want to hear from you and love to feature all the hard work you're doing for them.

Remember to connect with everydayhero too! Find us at facebook.com/everydayheroUS and once we're connected we'll help share your story with the everydayhero community!

RAISING MONEY USING TWITTER



TIPS FOR USING SOCIAL MEDIA TO RAISE MONEY

1. Tweet your everydayhero fundraising page link to your followers. Ask followers to RT or retweet your message. You can share your page link more than once, but remember not to bombard your followers.
2. Update your Twitter bio to include your fundraising story - and while you're editing your profile, why not add your fundraising page link as your dedicated website?
3. @message your friends, celebrities and your charity if they're on Twitter and ask them to retweet your link. This way, you are getting exposure to their networks as well! (You might be surprised at how many people are happy to do this)
4. Send DMs as well! You can make these more personal since they're not public. Tell them about your page and cause, ask for their support - get their help to spread your inspiring story.

Connect with everydayhero on Twitter. You can find us at [@everydayheroUS](#).

RAISING MONEY USING INSTAGRAM



TIPS FOR USING SOCIAL MEDIA TO RAISE MONEY

1. Capture your passion! Take photos that show the reason behind your decision to raise funds. Choose powerful images which represent the cause you care about. Let your supporters in to why you're fundraising and the importance of your cause.
2. Behind the scenes! Keep your followers in the loop with your preparation - if you're running a marathon, show them all those mornings and evenings you're sacrificing with humorous pictures and captions
3. Map your progress by geotagging your Instagram posts. It's a great way to showcase where you've taken your photos and also make them available to others who visit the same places. It's great to use at large events like marathons.
4. Show what you've done. Upload photos of your event - this will really help when asking for donations just after the event has taken place - proof of what you did and the fun you had doing it.
5. Hashtag your photos. Choose hashtags that are relevant to your event and cause so that your images pop up in other people's Instagram searches.
6. Share across platforms. Link your Instagram with Facebook and Twitter so that when you upload a photo, all your friends across all your networks can see it and be inspired to give!
7. Screenshot your everydayhero fundraising page. Putting up a photo of your page is a brilliant way to show your followers how they can get involved and donate. Just remember to include your page link in the accompanying comments.

Remember to connect with @everydayheroUS on Instagram so we're able to see all the great photos you're posting and share them with the community!

RAISING MONEY USING EMAIL



1. While social media might be easy - email raises more! People are more likely to give to you when you ask them via a personal email. Don't be afraid to do both!
2. Update your email signature to include your everydayhero fundraising page link and a short story of what you're doing. Ask your friends to do the same! It's such a simple way to reach more people with every email you send.
3. Send out personalized emails to everyone in your address book - doing it individually takes longer, but it's worth it! Let everyone know what you're doing and give them the opportunity to share in your passion AND help you raise money.
4. Thank everyone that's given money to your cause. Send them an email to show your appreciation and keep them in the loop with how their sponsorship has made a difference. It doesn't hurt to ask them to give again, either.
5. Send more than one email. Don't bombard your address book, but don't give up after a single email either! People sometimes need a small reminder of the awesome cause you're raising money for and how you're doing it. Try sending two emails in the lead up to your event and one post-event email.
6. Send an email to everyone after your event, letting them know how it went. Include photos and videos if you have. Make them feel proud of giving to you, because they should be! Remember to include your fundraising page link in case anyone wants to make another donation.
7. Reach out to the charity you're raising money for. Tell them what you're doing and our story - they'll be very grateful and might want to feature your efforts on their webpage or social media.

RAISING MONEY OFFLINE



1. Put up posters around your area, in shop windows, in your local community hall, at work - ask before you put them up, but if you explain what you're doing and why for such an incredible cause, you won't hear many people say 'no.'
2. Ask your family and friends face-to-face and tell them how they can search for your fundraising page at everydayhero.com/us to make a donation - better yet, offer to text them the link to your page.
3. Contact your local press. Call up your local newspapers and let them know what you're doing. If they choose to run an article about you and your efforts, be sure to ask to include your fundraising page link for readers or viewers to get involved!
4. Approach local businesses which you often frequent - your local drycleaner, barber, bakery, etc - and ask if they're happy for you to leave a collection tin on their counter.

RAISING MONEY AT HOME



1. Host a cook-off! Ask your family and friends to each contribute a dish for an evening of delicious food with everyone paying an entrance fee to your everydayhero fundraising page. Give out prizes for best dish of the night - everyone loves bragging rights.
2. Dig out your old cell phones! There are companies that will willingly give you cash in return for your old phone. Recycling your phone helps your carbon footprint too - and donate the money you've earned to yourself.
3. Been putting off washing your car? You're probably not the only one. Why not offer up your time washing cars, cleaning gutters or yard work to your neighbours in return for a donation to your fundraising page?
4. Know someone who's always short on time? Offer to run their errands for them in return for a donation to your fundraising page.
5. Need to do a clear out at home? Put on a garage sale to get rid of all your unwanted items and donate the proceeds back to your fundraising page.
6. Place a swear jar at home. Enough said.

RAISING MONEY AT SCHOOL



1. Most people love sports! How great would it be if you could play sports AND raise money for your charity? Try hosting a mini-sports tournament (soccer, basketball, baseball, etc) and charge a donation to your fundraising page as the entrance fee.
2. Check with your teachers to see if you can hold a bake sale. Everyone loves cake and you can even ask your friends and their parents to help you out with the baking.
3. Does your school put on concerts or performances? Ask if you can charge an entrance fee to support your cause, or perhaps even serve soft drinks during the interval with the proceeds going back to your fundraising page.
4. A classic! Fill a jar with jelly beans and hold a guessing tournament with donations as the entry fee.
5. Ask if you can run a Playstation or Xbox tournament in the school hall during a lunch break. Every contestant can give a few dollars to your cause in return for their chance to win bragging rights.
6. See if you can have your school publish a story about your fundraising in the next school newsletter. Or better yet, if you have a chance to get on stage and address your fellow students - get up and tell them what you're doing and how they can help.

RAISING MONEY AT WORK



1. Most people love sports! How great would it be if you could play sports AND raise money for your charity? Try hosting a mini-sports tournament (soccer, basketball, baseball, etc) and charge a donation to your fundraising page as the entrance fee.
2. Check with your teachers to see if you can hold a bake sale. Everyone loves cake and you can even ask your friends and their parents to help you out with the baking.
3. Does your school put on concerts or performances? Ask if you can charge an entrance fee to support your cause, or perhaps even serve soft drinks during the interval with the proceeds going back to your fundraising page.
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