



Fundraising Tips

1. Set a fundraising goal

Set a **target** for your fundraising – all of your hard work is worth something, so put a dollar value on it! Communicating a fundraising goal lets your donors know that you have a personal target to achieve and shows that you are serious about your fundraising. Set your goal high, so your supporters can feel part of helping you succeed in reaching your target.

2. Set a fundraising plan to achieve your goal

Work out **how** you will achieve your fundraising target. Will you simply ask friends, family and colleagues for donations? Will you arrange a morning tea at work or school, host an event, or run a raffle, with proceeds going to your fundraising target? Whatever you decide, have a plan in place to keep you motivated, on track and headed towards your goal!

3. Promote your efforts

People can't support you if they don't know what's going on! Make sure you let everyone know what you plan to achieve, and **promote** the fact that you are fundraising to support people living with MS.

Great ways to promote your efforts are:

- Use social media! If you have 500 Facebook, Twitter or Instagram followers, and each of them sees your posts and donates \$10, you have just raised \$5000!
- Send an email to your contacts
- Place a notice on your company intranet, or in a local sporting or community newsletter
- Insert your fundraising goal on your email signature

Remember to make all your promotion personal, relevant and interesting for your readers, and make sure you provide the link to your fundraising webpage. Explain why you have chosen to fundraise for the MS Society of SA & NT, and what it will mean if you can reach your fundraising goal. Let them know how hard you are training for your swim too!



4. Personalise your page

Once you have registered for the MS Mighty Swim and received your fundraising page details, make the page **attractive**! Upload your photo (sweating it out in training perhaps?), title your page and write a personal message to tell supporters why you are asking for their help. Show your sponsors why you are inspired to support people with living MS, and the same will inspire them!

5. Sponsor yourself

Make a **personal** donation upon entering or sponsor yourself on your fundraising page. If you are asking for donations, lead by example. The larger the first donation, the more inclined sponsors will be to follow your lead.

6. Add an incentive

Why not ask for extra donations if you swim a personal best time in this year's Mighty Swim, or let people know if you reach your fundraising **goal**, you'll swim an extra kilometre or two? If you're really brave, offer to dress up during the race if you receive enough donations!

7. Have fun!

Any fundraising you can do is very much **appreciated** by the MS Society of SA & NT. Enjoy the experience, and please let us know if you have any queries. If you require receipt books or collection tins to provide your sponsors with, please email us at events@ms.asn.au or call (08) 7002 6500.