

# TOP 10 FUNDRAISING TIPS FOR PARENTS AND ATHLETES





## 1. WRITE A COMPELLING STORY

All fundraising campaigns are centred around a compelling and engaging story, people want to know why they should support you.

We have developed a general story template for Gymnastics NSW athletes to use, however the best practice is to take the time to personalise your project page. Let people know exactly what you will do with their donation and what reaching your fundraising target will mean to you.

Have a look at our guide to writing your [FUNDRAISING STORY](#) and some other [ATHLETE PROJECT PAGES](#).

## 2. ADD IMAGES TO YOUR PAGE

People are much more likely to pay attention to and engage with imagery, as it captures peoples emotions.

Use the gallery image section of your project page to show your potential donors photos of you excelling at your sport, or working hard at training. This way they'll get a feel for your passion and dedication and step into your world for a moment.



## 3. ASK FOR A DONATION

More often than not, people forget to actually ask for a donation when telling their fundraising story and miss the opportunity!

We know it can be a bit confronting and often the hardest part of raising money is the most important part- asking people for donations. However in most cases people want to help out, they've just never been asked.

Those who ask for a specific donation amount raise on average 184% more than those who ask generally. An example of a specific ask could be *"I am looking for 20 people to contribute \$100 each so I can hit my target of \$2,000 by the end of the month. This will enable me to be part of the Gymnastics NSW representative program this year, something I've been working towards for <<time frame>>".*

And finally, be sure to tell your supporters how they can donate. You want to make it as easy as possible, so be sure to always include a link to your crowdfunding project page.

## 4. SHARE YOUR PROJECT ON SOCIAL MEDIA

Fundraisers who share their project page at least 10 times raise significantly more than those who don't! Even if someone isn't able to donate themselves, ask them to share the link to instantly expand your number of potential donors.

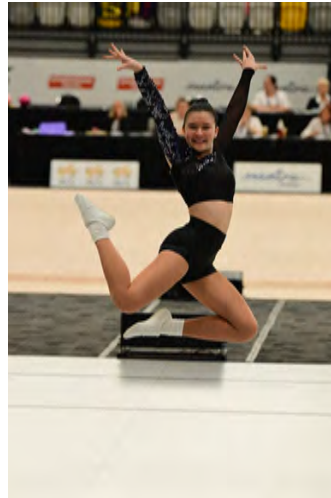
Your fundraising page is easy to share on social media to get the word out. Simply copy and paste your Project URL (found using your [ASF PLATFORM LOGIN](#)) and write a short paragraph on your call for support. Make sure you use a captivating image or video to grab people's attention as they are scrolling, and remember to ASK for a donation *"click on my page to make a donation"*.

More tips on social media can be found [HERE](#).



## 5. ASK YOUR CLUB OR SCHOOL FOR HELP

Your local club and school have seen you develop into the hard working, dedicated representative athlete that you are well on your way to being. Once your fundraising project has been activated, let them know and ask if they can share your story and fundraising page with their networks via a newsletter or even better, ask around for donations for you. This relates to Tip 3 - people will want to help you, they just have to be asked!



## 6. GET YOUR LOCAL COMMUNITY INVOLVED

People appreciate seeing locals be successful and love to come together to support “one of their own” when they can. When you are thinking about who you should approach for donations, don’t discount your local community.

Local businesses would be more likely to support a local athlete, especially if they can get a tax deduction for a donation. Another great tip is to post your fundraising story, and a link to your project page, on your local community groups’ Facebook pages. This will broaden your donor base and people will feel good about supporting someone they have probably seen around the neighbourhood. Gone are the days of knocking door to door, everything’s online nowadays!

## 7. LET YOUR LOCAL MEDIA KNOW YOU ARE FUNDRAISING

Local newspapers and TV stations love telling good news stories and also helping their residents with fundraising appeals. A quick email or call to these outlets with a copy of your fundraising story could get you broadcast across the region, state or country!!

## 8. GET CREATIVE IN ENCOURAGING AND RECOGNISING DONORS

For a donation to your campaign to be tax deductible, your donors can’t receive a material benefit for their gift. However, you can (and should!) thank your donors.

Prepare a simple thank you email and send it off to all your donors each week (their details are in the Reports section of the [ASF PLATFORM](#)) or better yet, publicly recognise their support by giving them a shout out on social media.

Depending on the size of the donation, you may also wish to visit donors in person to let them know the impact their donation has made.

More tips on thanking your donors can be found [HERE](#).



#### OTHER MORE “OUT THERE” SUGGESTIONS INCLUDE:

- Commit to doing something out of your comfort zone when you reach your target, like (temporarily) dye your hair a crazy colour, sing a song on your Instagram stories or perform a dance routine at a school assembly;
- run a km for every \$10 you receive and post about your progress throughout, so donors come on the journey with you; or
- ask donors to “sponsor” you to give up something you love for a day/week/month; your phone? Netflix? chocolate?

### 9. RAMP UP YOUR FUNDRAISING AT THE END OF FINANCIAL YEAR

Tax deductibility can be a big driver of donations from businesses and individuals each financial year. 50% of all donations to sport, including to athletes, are made in April-June each year. This is a great time to be asking for donations, if it fits within your campaign timeline, however people will give all year round if you share your story with them.

### 10. FINALLY: ASK AGAIN!

People often need reminding so if you asked them once and they haven't donated, don't just assume they don't want to help- ask again. They may have just forgotten and they won't begrudge a friendly reminder. Simply provide an update of how you're tracking against your campaign target and mention that you still need their help to get across the line.



# GOOD LUCK!