

GREAT STRIDES 2023 FUNDRAISING GUIDE



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FIBROSIS**
Community Care

www.greatstrides.org.au

MELBOURNE
GREAT STRIDES
2023 SERIES

The Great Strides logo, featuring the word 'MELBOURNE' in orange, 'GREAT STRIDES' in red, and '2023 SERIES' in blue. Above the text is a stylized graphic of three figures in blue, orange, and purple, representing runners.

GREAT STRIDES FUNDRAISING GUIDE

Over the last 10 years, approximately 5,000 runners have helped Great Strides grow into more than just a run. We're proud to say that over the years we have helped raise a total of \$930,500 for the essential programs and services the CFCC provide.

Now it's your turn to make a difference - and we're here to help you on your journey with our Fundraising Guide.

INSIDE YOU'LL FIND:

- How to get started and maximise your fundraising profile
7 easy steps to raise \$1,000
- Social Media tips, along with a link downloadable images and social media tiles.
- More fundraising ideas and other resources from our online fundraising partner, Everyday Hero



MAXIMISE YOUR FUNDRAISING PROFILE

PERSONALISE YOUR FUNDRAISING PAGE

People who personalise their pages find it easier to raise more funds. So make a great first impression on your friends and family, and greet them with a personal message and a picture of yourself, or even a video! Also, try to keep your page fresh and engaging by updating it with new pictures throughout your journey towards Great Strides.

SET A TARGET FOR YOURSELF

Setting a fundraising target for yourself is a great way to stay on track with your efforts, and also helps your supporters understand what their contribution means in terms of your overall fundraising journey.

MAKE IT PERSONAL

Why not share your motivations, and why, this event is so important to you with your supporters. Do you have a personal milestone? Are you raising funds for a particular, personal reason? The people who visit your page are doing so to help you, so let them know exactly why you've chosen to enter Great Strides.

SHOW DONORS HOW THEIR MONEY WILL HELP

Share with your supporters how the money you raise will help CFCC and the CF community. Understanding what their money will be used for can go a long way in convincing people to donate. This information can be found on our website at www.cfcc.org.au.

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7 EASY STEPS TO RAISE \$1,000

If you're new to fundraising or aren't quite sure where to begin, here are some tips to help get you started on your fundraising journey. Remember, set your goals high! It doesn't matter if you don't quite get there, every little bit helps.

Below are six simple steps to raising \$1,000 to help get you on your way to achieving your fundraising goals.

1. DONATE TO YOURSELF

If you're asking your friends, family, and associates to contribute to your fundraising efforts, donating to yourself first will prove your commitment to them, and demonstrate your dedication to the cause.

2. ASK FAMILY MEMBERS TO DONATE

Ask four (or more) of your close family members to donate \$50 each.

3. ASK EXTENDED FAMILY/FRIENDS TO DONATE

Ask 16 of your extended family/friends to give \$25 to your chosen charity.

4. ASK YOUR WORKMATES

Ask 5 workmates to donate \$20 each, or your boss for a company contribution.

5. ASK YOUR SPORTS TEAM/COMMUNITY GROUP

Ask them to donate \$10 each in support of your run.

6. RUN A GARAGE SALE/BOOK SALE/BAKE SALE/BBQ

This is a great way to promote what you're doing, your reasons for running and get some donations while you're doing it.

7. IF SOMEONE CAN'T DONATE, ASK THEM TO SHARE YOUR PAGE INSTEAD – Asking people to share your page with their own network is an excellent way to grow awareness of your fundraising efforts.

WHY NOT ADD ONE MORE STEP AND RAISE ANOTHER \$500! HARNESS SOCIAL MEDIA

Update your Facebook status or send out a tweet to let all your friends and associates know what you're doing. Ask 20 of your friends to donate \$25 each.

SOCIAL MEDIA FUNDRAISING TIPS FOR VIRTUAL STRIDERS:

Social Media provides some great platforms and resources to help spread the word about your fundraising efforts far and wide, particularly Facebook and Instagram.

HERE ARE OUR TOP TIPS TO HELP YOU MAKE THE MOST OF YOUR SOCIAL MEDIA:

- **BE PERSONAL** – consider not only broadcasting your efforts to all of your followers/friends but targeting individuals on a more personal level, through private message. Facebook, Twitter and Instagram include personal message functionality which you can use for this purpose. People are more likely to respond to a more personal request, than one that is broadcast to everyone.
- **BE YOURSELF** – ensure that the tone you use in your messages is always genuine, authentic and sounds like you! Your friends and family know who you are, and they are more likely to respond to a post or tweet that sounds like you, than something that sounds too formal or overwritten.

- **SHARE YOUR STORY** – If you’re approaching your fundraising for very personal reasons, don’t be shy about letting people know. Stay true to yourself and what you love, and your supporters will see your genuine passion for your cause.
- **BE ENGAGING** – Your personal journey towards Great Strides is what will drive people to donate, so the more information you can give them about your charity, why you chose them and why you are passionate about the cause, the more likely people will be to donate to you and your efforts.
- **UPDATE YOUR PROGRESS** – Include information in your status updates and posts about why you are raising money for CF and how donations will help and be used. If you don’t know this information, check our website, or give us a call and ask to be sent some information and statistics.
- **MIX IT UP** – If you have multiple social media accounts, post different imagery and messaging across them to keep your followers and friends engaged and excited about your fundraising journey.
- **SAY THANK YOU** – Whenever you update your friends and followers about your training and where you’re at with your fundraising journey, make sure to thank those who have already contributed. Including a final post after Great Strides thanking your supporters and letting them know how you went is also a great way to get those last-minute donations.

OTHER TIPS:

- If you have Instagram, Instagram Stories is a great way to document your training and remind your followers of the cause you're running for.
- If you want to create your own graphic designs for social media posts, Canva is a great, free platform, and will help give your content a professional touch.
- If you'd like to use some CFCC and Great Strides imagery that we have created, please visit the Resources Tab on the Great Strides website.

HAPPY FUNDRAISING!