

# STEPS TO HELP MAXIMISE YOUR FUNDRAISING!



## MAKE IT PERSONAL

Did you know you can personalise your fundraising page? Simply upload an image of yourself and explain in your own words why you're fundraising for Pancare Foundation and why this cause is so important to you. It's been proven that those who personalise their page receive more donations!



## DONATE

Start your fundraising with a step in the right direction by showing people you are serious about this cause by donating to your own page. People are more likely to donate the same amount, or more, as they follow your example!



## ASK FRIENDS TO JOIN YOU!

Having the support of friends, family and workmates around you will make your cause so much more fun! Why not ask them to get involved, work together to raise funds, share ideas, start conversations, and most importantly, support those with an upper GI cancer.



## SHARE

**SHARE YOUR FUNDRAISING PAGE LINK VIA EMAIL, SMS, FACEBOOK, INSTAGRAM AND LINKEDIN!**

- SMS friends & family - Fundraisers who share their page by SMS raise 46% more than those who don't! Share your page with friends and family first to help boost the average donation. Simply view your page on a mobile and click 'share by SMS'.
- Email your friends - Send an email to your family, friends, and workmates encouraging them to support your fundraising efforts and include the link to your fundraising page and our tiles on our resource page.
- Share your page on the socials - Post a link to your fundraising page on Facebook, Instagram, LinkedIn or Twitter to let your friends know how they can support you. Don't forget to include the link to your fundraising page and our social media tiles on our resource page.



## UPDATE YOUR TARGET

Set your target high to inspire support and maximise your fundraising. On average, teams raise more than \$3,500.



## SAY THANK YOU

When you receive a donation, send a personal thank you. Your gratitude will mean a lot. Public displays of appreciation on social media such as Facebook and Instagram are also a wonderful way to remind others that you welcome their support. Share pictures of you and your accomplishments, and draw attention to your message by tagging them and using emojis or even fun gifs or memes. And always remember to include a link to your fundraising page in the post so that others can donate too.

**Your fundraising provides hope to patients and their families. For every dollar you raise and every step you take, you're helping Pancare provide vital services for Australians impacted by upper GI cancers. Together we are taking steps towards a brighter future for upper GI cancers.**