



How to... Promote your Fundraising Activity Online

The internet is a great tool for fundraisers as it allows you to engage your wider network quickly and at little or no financial cost. Here are some of the most effective online strategies used by many of our fundraisers.

Become an Everyday Hero

You can create a free, personal fundraising page through our online fundraising hub, powered by Everyday Hero, which allows your supporters to donate to your fundraising activity from anywhere in the world! Just head to our website pchf.org.au and click on **fundraise**.

Once you have set up your page, follow our top tips to maximise your online fundraising.

- 🐻 **Personalise your page** Upload your own photos and videos. Tell your story and let people know what your personal motivation is for supporting kids in hospital.
- 🐻 **Aim high** Set an ambitious, but achievable target. You will be amazed at how deep your supporters' pockets are when they see how dedicated you are to your fundraising.
- 🐻 **Lead by example** People usually base their donation on amounts already donated, so make a donation yourself first to set the bar or target your most generous supporters first.
- 🐻 **Network** Use your personal email account, your work or university email account and your social networking accounts to get the word out and share the link to your fundraising page.
- 🐻 **Freshen up** Keep the content on your fundraising page fresh, change your pictures, update your story and tell people how your preparation is going, and send a new ask out to your networks. It often takes a reminder to nudge people into donating, so don't be shy about asking more than once.
- 🐻 **Clicks to bricks** Bring your online fundraising campaign offline and into your physical environment. Place posters and flyers or tin collections in local businesses or establishments, schools, offices, shops, gyms etc. Make sure to include the URL of your fundraising page on all your posters and flyers.
- 🐻 **Better late than never** Even after your fundraising activity has taken place, update your fundraising page and get in touch with your networks. Thank them for their support, let them know how your activity or event went, and encourage those who haven't yet contributed to make a donation.

Become a Social Media Butterfly

So you've got a Facebook page and an Instagram account... who doesn't?! Social media and fundraising are the perfect match, but this is also why social media sites are often saturated with messages promoting fundraising activities and events.

We've listed some really effective ideas to make sure your message stands from the rest on social media.

🐻 How to use your social media presence

Don't just use your status. Give your entire social media presence a fundraising facelift for the duration of your campaign. Use your cover photos, profile photos and videos, your usernames, and your biographies to promote your fundraising activity.

🐻 How to use your supporters' social media presence

Tag your friends in your status updates and photos. Thank them personally on their social media pages when they donate money. Ask them to donate their status update or cover photo to you for a day or week to promote your fundraising activity.

🐻 How to use our social media presence

- Like our Facebook page facebook.com/PCHFWA and post details of your event so our fans will see it.
- Befriend Stitches Bear on Facebook facebook.com/StitchesBearWA and tag him in your status updates and photos.
- Share your photos and videos on Instagram instagram.com/pchfwa/
- Use our official Perth Children's Hospital Foundation hashtag **#pchfwa** on Facebook and Instagram.
- Don't forget to tag us in all your posts so we can see what you're up to and share!

Thank you for your support!