

Online Fundraising Tips

Thank you for taking the time and effort to look into how you can make a difference in the lives of disadvantaged youth.

Since you have already taken the first step by deciding to fundraise for The Salvation Army's Oasis Youth Support Network, you now have to think about the best way to fundraise for us.

Online fundraising is fun, effective, and easy. If you are working with fundraising portals like Everyday Hero or GoFundraise, you can build your own personal fundraising page and send it out to all of your friends and family asking them to support you - within minutes.

To make the most of your fundraising efforts in this space, we have compiled a few tips we have learnt through experience.

Tip 1. Understand the cause and why you are supporting it

Learn more about Oasis Youth Support Network so that you can confidently tell your friends, family and colleagues why you are supporting us!

- There are currently 105,237 people in Australia who are homeless and 44% of them are under the age of 24
- Research has shown that those who first experience homelessness at a young age are more likely to experience persistent homelessness in adulthood.
- Young people who become homeless often do so because their living situation has become physically, mentally and emotionally unbearable - 70% leave home to escape family violence, child abuse or family breakdown
- Young people who experience homelessness are more likely to disengage with education and employment and to be exposed to factors which are detrimental to their health such as drug use, inadequate nutrition, limited access to medical care and school, unsafe sexual encounters and violence
- Oasis provide access to 25 programs and services that offer critical points of intervention and support for homeless and disadvantaged young people between 16 and 25 years of age.
- We aim to work alongside our young people to develop long-term coping strategies that will empower them to take positive steps forward in their lives

See website for more details - <http://salvos.org.au/oasis/>

Tip 2. Personalise your fundraising page

To make your fundraising page as effective as possible, upload your own photograph, or even better, a video showing you in action. In your webpage entry, try to tell a story. Explain why you are trying to raise money, the specific uses the money can be put to, and why you are personally moved to support your cause.

You want anyone who comes to your page to get an appreciation of the cause, you as an individual and your motivation to help.

Tip 3. Don't set your target too low

You may be surprised by how deep your supporters will dig to help you get across the line to reach your goal. Raise as much as you possibly can for your chosen cause by trying to set an ambitious, but achievable target.



Tip 4. Start small and then work your way up

Make a list of 5-10 family members or close friends then send a personal invitation to them to donate to your fundraising page. You could do this the old fashioned way – face-to-face - or via email, social media, phone call or text message. Share your fundraising goal with them so that they can fully participate in the challenge you have set yourself.

People tend to match the amounts already donated, so target your most generous supporters first!

Tip 5. Widen your search

Start conversations with your colleagues, business contacts, neighbours and local community.

This could involve:

- Changing your email signature
- Make a request to management to make mention in your company newsletter or website
- Put up a poster in your office, school, gym, community centre or anywhere you can get permission (you can do this automatically from the Everyday Hero “Dashboard” after creating your fundraising page as well)

Some of the most generous donors may come from some unexpected places

Tip 6. Don't Give Up

Some people will need a friendly reminder. Don't be afraid to make contact more than once. Use the “share your fundraising page” facility within your account dashboard - from here you can send emails, share your page on Facebook and even Tweet your friends and followers.

People mean to donate, but sometimes it gets pushed to the bottom of the inbox and they forget. It usually takes more than one round of emails to nudge everyone into action, so don't feel embarrassed about asking people again.

Tip 7. Refresh your fundraising page

To keep your supporters engaged, make sure you take the time to update your page with new pictures or videos, information about Oasis and the young people we support.

Tell people how much money you have raised so far and remind them of your fundraising target. It is all about keeping them and you motivated to reach your goal.

Tip 8. Don't stop fundraising when the event finishes

A surprising number of donations are received after the event has finished, so don't stop fundraising when your event is over. Once you've completed the challenge, event or fundraising activity, update your fundraising page again and email it to your contacts.

It's a great way of letting those who have supported you know you have achieved your goal, and of prompting anyone who still hasn't donated to do so.

Tip 9. Don't forget to thank your donors personally

Your friends, family or associates are under no obligation to donate to your cause, so when they do it is important to make sure they feel appreciated and are recognised for their efforts. Some of the most successful fundraisers also follow up with a morning tea or BBQ and raise even more money.

Don't forget...

There is not right and wrong when it comes to fundraising ideas. You could host a film night, trivia night or cake sale, car boot sale or ask friends and family to make a donation in lieu of a birthday or Christmas gift. Always remember to thank your donors on behalf of Oasis and have fun!

Oasis Youth Support Network

365 Crown Street, Surry Hills NSW 2010 (PO Box 600 Darlinghurst NSW 1300)

T 02 9331 2266 F 02 9331 2200

salvos.org.au/oasis