



Children's
Tumour
Foundation
CONQUERING NF

CONQUER NF IN
COLOUR

FUNDRAISING TIPS



THANKS

Thanks for signing up to join us for a seriously blue and green fun run.

You're already helping us get one step closer to CONQUERING NF.

NOW IT'S TIME TO START FUNDRAISING!

Included in this document are lots of top fundraising tips proven to raise lots of dough.

Your support means so much to the thousands of people across Australia living with NF.

Good luck with your fundraising - we know you'll conquer it!

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TOP TIPS

1. Personalise your online fundraising page.

Add a photo or video of yourself to your fundraising page. What's the point of having that gorgeous face of yours if you're not going to use it?

2. Why are you doing the Colour Run?

Maybe your best friend/daughter/father/son/mother has NF and you want to show your support? Maybe you've never heard of NF before, but you want to chalk it up with the best of them? Whatever your reasons, start advertising them on your fundraising page or via email.

3. Set a target.

Decide how much money you want to raise. Make your goal ambitious, but realistic. You can always raise it later if you reach it.

4. Start off your fundraising with your own donation

Your friends will know you're serious about raising money if you make the very first donation to your page. Plus all donations over \$2 are tax-deductible!

5. Tell EVERYONE

Seriously, tell everyone you know that you are going to be running 2km, 4km or 10km surrounded by a cloud of blue and green chalk to help conquer NF.

- Friends
- Family
- Co-workers
- Local businesses you visit, like sports clubs, daycare or school
- Neighbours...EVERYONE! Remember to tell them that donations of \$2 or more are tax-deductible.



TOP TIPS

6. Get your work involved by asking them to match your donation.

Many workplaces match the fundraising efforts of their staff, so don't be shy! Talk to your boss or charity committee about how to make this happen.

7. Use your network to spread the word.

Your regular email and social media activities are a great way to get the word out about your event. Add a sentence to your email signature like "I'm going to run [km] to help conquer NF in Colour this November! Please support me with a donation at [link to fundraising page]".

If you're on social networks like Facebook, LinkedIn or Twitter, post a link to your fundraising page on your profile, share progress updates and ask your followers to donate.

8. Follow up anyone who hasn't responded.

Some folks may have missed your sponsorship email or been too busy to take action. Follow up anyone who hasn't responded to your request for a donation with a polite reminder.

9. Keep on fundraising once your event finishes.

You'd be surprised how many donations are received after the event, so don't stop fundraising when it's over. Email everyone you approached to tell them how your event went and thank those who supported you. You might prompt a last-minute donation from the ones that forgot.

The number one reason people donate to charities is because they were asked. The more people you ask to support you, the more funds you will raise and the more people we can help...so start asking!



TEAM TIPS

Set a team goal and aim high!

This will motivate your team members to set their individual goals higher to help reach that overall goal.

Don't forget to ASK.

Asking everyone on your team to fundraise will guarantee a successful colour run team!

Encourage your team members to ASK.

Tell them to ask everyone they know for a donation. You can't get what you don't ask for!

Keep team members motivated and excited

Send weekly emails with fundraising tips, success stories, and shout outs to the highest fundraiser for the week. Post team shoutouts on social media and include a special mention to those who are working extra hard to raise money.

Check-in on your team members.

Are they having fun fundraising? Maybe they're in the running for Top Fundraiser so encourage them to increase their fundraising goal! Ask them if they need support.

Praise your team members.

Let your team members know that they play an important role in not only the success of your team, but as a whole in helping to conquer NF.

