



Top tips for promoting your event

Here are some top tips to help you raise as much money as possible through your fundraiser.

1. Engage friends and family

During the preparation for your event, make sure you let your friends, family and colleagues know what you're doing. You could create a Facebook post to notify everyone leading up to the event.

2. Set a fundraising goal

It is always good to have a goal, no matter how big or small. On average, our online supporters raise \$700, but you can set your goal to whatever you like!

3. Why donate?

Let donors know how their money will help Child Cancer Foundation and the Kiwi families we support. Take a look at childcancer.org.nz for examples of the support services we provide.

4. Promote your event on social media

Direct traffic to your fundraising page, where people can read your unique story and donate towards your goal. Share the fun with us using #ChildCancerFoundation and tag:

 [@ChildCancerFoundationNZ](https://www.facebook.com/ChildCancerFoundationNZ)

 [@ChildCancerFoundation](https://www.instagram.com/ChildCancerFoundation)

 [@ChildCancer Foundation](https://www.linkedin.com/company/ChildCancerFoundation)

5. Raise the profile of your event

Local media love hearing about the good Kiwis are doing in their community. Be sure to let your local media know about your fundraiser and why you're raising money to support Kiwi kids with cancer.

6. How much to donate

It's great to let people know how much to donate (for example, the price of their daily coffee), but assure donors that anything they can give will make a difference to Kiwi kids with cancer and their families.

7. Multiple donation chances

Make sure you share a link to your online fundraiser a few times before your fundraiser, on the day and a few times after the event.

8. Have fun!

Your fundraiser is all about having fun while raising money for Kiwi kids with cancer, so enjoy the experience and good luck!!

9. Say 'thank you'

Once the event finished, thank donors for their generous contributions. This is also a great opportunity to share how much you raised and photos and stories from your experience.

10. We're here if you need help

If you need any support along the way, don't hesitate to reach out to the Child Cancer Foundation team.

0800 424 453 | info@childcancer.org.nz

