



Fundraising Tips & Tricks

The most important thing to remember for fundraising is don't be shy! Ask your friends, family, co-workers, local community and broader network for support. Let them know that you are taking on a challenge for the betterment of your own mental health and the mental health of young Australians.

You will be surprised by how many people are willing to support your incredible efforts!

Here are some key pieces of advice to maximise your fundraiser:

- Begin promoting your participation in the 7x7 Challenge as early as possible
- Become familiar with our cause and spread the word- make sure people know why this is a cause worth donating to
- Find out more about our cause at <http://www.reach.org.au/about-reach>
- If you have a personal connection to our cause- share it! People are more motivated to get behind a cause with a personal connection- tell your unique story
- Set an achievable but optimistic fundraising target
- If you hit your target early in the challenge, don't be afraid to increase it
- Share your fundraising page across your social media accounts asking for support and donations
- Add your fundraising page link to the bio on your social channels
- Ask your friends and family to share your fundraising page
- Send a staff or school-wide email letting your colleagues or peers know you're participating
- Change your email signature to a Reach 7x7 banner and link it to your donation page
- Ask your workplace to sponsor you by matching your fundraising efforts dollar for dollar
- Ask your workplace to get involved- why not make this a whole office challenge
- Ask local businesses, sporting clubs or community groups to help you fundraise
- Promote your 7x7 page throughout the week by sharing your progress after each challenge
- Don't be afraid to ask for donations after the challenge has wrapped up- you can still fundraise for a few days after the challenge finishes!
- Make sure you thank your donors for their generous donation and support

We hope these tips help you fundraise!

Thank you so much for joining our 7x7 community and for helping to raise funds to continue the vital work of The Reach Foundation!

