

# BRIGHTER WAYS TO FUNDRAISE

You'll be surprised at how quickly you will reach, and even surpass, your fundraising goal with these easy tips.

## 1 MAKE IT VISUAL

Wherever possible when posting to social media, make sure you include an image or video. The more visible the better! Plus who doesn't love a sunrise picture?

## 3 MAKE IT PERSONAL

When posting on social media it's important that you don't forget who you are. Don't hide your enthusiastic personality in your posts. Your friends don't want to feel like they are being spoken to by a donation-hungry robot. Use the hashtag #SunUpChallenge and include a heartfelt thank you to all your supporters.

## 2 ASK FOR DONATIONS

Asking for donations is really important, and remember to make it personal. Messaging your friends is more successful than a generic social media post, and it also helps to suggest donation amounts. Letting potential supporters know what their contribution could achieve goes a huge way and will encourage generous donations.

## 4 SHOW OFF

You and your team are putting in an incredible effort behind the scenes so be sure to share everything! Get snap-happy and show your potential donors how much time you are dedicating to making a difference for families facing childhood cancer – it will encourage them to support your challenge.

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[sunupchallenge.org.au](http://sunupchallenge.org.au) | #SunUpChallenge