

Maximize your online fundraising for Australia for UNHCR

Add a picture to your page: Upload a photo of yourself in training or just being silly. This will personalise your page and make it more engaging.

Update your blog: Use the blog feature on your online fundraising page to tell friends and family why you have chosen to support Australia for UNHCR. Posting frequently will keep your page interesting and interactive.

Make a donation yourself: By donating to your own challenge, you'll let your donors know that you are passionate about the cause and committed to your fundraising target. Don't forget to add a comment along with your donation about why you have chosen to support Australia for UNHCR.

Be specific: Contact your friends and family to let them know that you're fundraising for Australia for UNHCR. When you ask them to donate, be sure to include specific details about the impact a donation can have on the lives of refugees.

Here is a sample email you can use:

Hi _____,

I wanted to share some exciting news with you: I am going to be participating in < event name>. I will also be fundraising for a charity close to my heart – Australia for UNHCR.

Australia for UNHCR is a not-for-profit organisation that supports the global humanitarian work of UNHCR, the UN Refugee Agency, helping to deliver life-saving humanitarian aid to people fleeing from conflict and disaster.

Donations from Australians enable UNHCR to be on the ground saving lives within 72 hours, whenever and wherever crisis strikes. As well as providing emergency relief like shelter, food, water and medical care, UNHCR coordinates education, training and livelihood programmes that give refugees skills and opportunities for the future.

Any donation will make a huge difference to the lives of refugees. If you could support me by giving one of the following amounts, it will help me reach my fundraising goal of \$_____:

- **\$25** can provide 12 refugee children with school kits containing exercise books, pens, pencils and other learning materials
- **\$35** can sink a well, providing safe drinking water for refugee families in a camp
- **\$98** can supply vaccinations to safeguard seven refugee children against diseases like measles and polio
- **\$145** can provide a family with a winter survival kit, including blankets, a heating stove and fuel
- **\$259** can provide six unaccompanied refugee children with emergency rescue kits, containing high-nutrient foods, clean water, blankets and clothes

- **\$480** can provide an all-weather tent for a family of five, sheltering them from the elements

I really appreciate your support. All donations over \$2 are tax deductible, and you can donate online here <Insert fundraising page link>

Thanks

Make your first donations count: If your first couple of donations are over \$50, then others are likely to give around the same amount. Cheeky, but all for a good cause!

Promote your page: Post your fundraising page on your social media accounts every couple of weeks with an update on how you're going. You can connect your online fundraising page with your accounts to make sharing even easier. You can also connect your "Map My Fitness" apps to your Everyday Hero page.

Thank you: Be sure to thank everyone that makes a donation. If you do this on social media and tag the person who has donated, you are also indirectly promoting your fundraiser again.

Follow up: Don't be afraid to send a follow-up two weeks after your first email. Everyone's busy, and a gentle reminder will help you reach your target faster. Ask us for a template to help you ask again.

Email signature: If your company will allow it, add your Everyday Hero page to your work signature so that any email communication you have can help you in your fundraising.

Fundraising offline: You can also host a fundraising event offline. Some easy and effective offline fundraisers are:

- Bake sale at work
- Casual Friday at work with a gold coin donation
- Leave a donation tin at your work front desk for your colleagues and visitors
- Fundraising BBQ at home or work
- Trivia/movie night with friends