

online fundraising tips



Some fun and helpful tips to kickstart your online fundraising



reach out

Inspire your friends, family and colleagues! Share your page and ask people to support you. The number one reason people give is because they were asked. So what are you waiting for? Share your page via email and social media.



tell your story

Everyone loves a good story. Share your story, and why you're passionate about Redkite. Your energy and authenticity will inspire your donors to share your passion. Fundraisers who tell their story raise up to 74%* more than those who don't.



upload a profile photo

People want to know who they are giving to! A profile photo makes your page more authentic, helping people feel more connected to you and your cause. Fundraisers who upload a profile photo raise 10 times more on average than those who don't*.



connect to your fitness tracker

This can help you stay motivated and show your supporters how hard you're training, which can lead to bigger donations.



donate first

Show your donors just how passionate you are and be the first to donate to your campaign.



involve your workplace

Companies love giving back to the community. Ask your employer to sponsor you or match the funds you raise.



get organised

Create a plan for reaching out to your donors during your campaign. Begin with your personal story, then post progress updates every week.



thank your donors!

Saying thank you is an important part of fundraising. Personalise your thank you messages to show your appreciation.



have fun and keep asking!

People need reminding! If you've asked someone once to donate, ask again!

supporting children, teenagers and young adults with cancer

Thank you for supporting Redkite, please get in touch with the Redkite team on **1800 REDKITE** or at **community@redkite.org.au** for more tips and inspiration.

*According to Everyday Hero