



Raising funds for  
Kids Plus Foundation and Give Where You Live Foundation

## Thank you for joining us for the Surf Coast Trek

The Surf Coast Trek will be a physical and emotional challenge, however please don't forget the all important fundraising challenge. All funds raised through the fundraising challenge will be distributed between the Kids Plus Foundation and the Give Where You Live Foundation to enable these two organisations to continue their important work in our region.

We understand that asking people for donations can be difficult so we've put together our TOP FUNDRAISING TIPS to get your Surf Coast Trek fundraising off and running!

### TOP FUNDRAISING TIPS

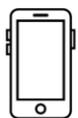


**Just Ask!** That's right and it's pretty easy once you've made the first ask! All you need to do is take our suggested copy, mix a little of your own thoughts in and start asking for donations — you will be surprised how the donations will start rolling in.



**Email** We find one of the easiest ways to ask people to donate to a fundraising page is to simply send them an email. We suggest you start by emailing those closest to you with a personalised message and then use our suggested email (feel free to customise it to suit) to email to the rest of your contacts. Don't forget to include your unique link to your fundraising page.

Don't hesitate to follow up people with a second email. Often people become so busy that they get side-tracked and forget to make their donation. Why not use this second email to let people know how you're going? Inform people where you are up to with your goal and whether you have reached your 50% or 75% target - people love to know how you're going.



**Social Media** Why not go social and put your donation request out into the social stratosphere with Facebook, Twitter and Instagram and remember to include your unique link to your fundraising page! Don't forget to tag and thank those who have donated and keep your social networks up to date with how your fundraising is going. Use the #SurfCoastTrek hashtag so we can keep up with your posts too!



**Be the first** You'll find others are more willing to donate to your page if they're not the first to do so. So be the first! Make your donation (however large or small you wish) to kick off your fundraising.



**Share stories from the Kids Plus Foundation and the Give Where You Live Foundation** Your donors will want to know how their donation is helping so be sure to include some of the stories (or a link to them online) shared in our Trek e-Newsletter or online at either [kidsplus.org.au](http://kidsplus.org.au) and [givewhereyoulive.com.au](http://givewhereyoulive.com.au)



**Tell Your Story** To walk 40kms is an amazing challenge! Let everyone know why you're taking on this challenge, why it's important to you. Get personal and others will respond.



**Set Yourself a Fundraising Goal** We've set every Trekker a goal of raising \$250 - that's 5 people donating \$50 each, 10 people at \$25 each or 25 people at \$10. Can you aim higher? Who will you ask first? Set your personal goal and let everyone know what you're trying to achieve.



**It's tax deductible** Don't forget to tell your donors that all donations over \$2 are tax deductible. Donors will receive an automatic tax receipt to their email address.



**Thank you** Make sure you say thank you to your supporters and after the Trek, let people know how you went with the Trek and your Fundraising Challenge.

Remember, if you get stuck, need some help or just want to run an idea past someone be sure to get in touch with our fundraising team at [info@surfcoasttrek.com.au](mailto:info@surfcoasttrek.com.au) or phone us on 5229 4364.

Fundraising is vitally important to our causes and we thank you sincerely for taking on this challenge.

