



Ronald McDonald
House Charities®
Greater Western Sydney

Fundraising Tips

SHOW

your fundraising commitment

Your online fundraising page is your fundraising home! Personalise your page to show why raising funds for seriously ill children is so important to you.

START

the and donate to yourself

Show your supporters you are committed to the cause. Making a personal donation encourages your supporters to match your donation and is a great way to get your fundraising goal off and running!

SEEK

out supporters

Go to family, friends, colleagues, why not reach out to your whole community?! The more people you ask for support the more support you will receive! Don't be afraid to reach far and wide.

SHARE

on every platform

We have more ways than ever to spread the word! Share your fundraising page on your social media, email everyone and anyone, or even put up posters at your school or workplace!

SPARK

it up with some fun

Whether you hold a fundraising event, run a raffle, or host a bake sale it all makes a difference. Adding additions to your fundraiser creates hype and can help take the pressure off just you.

SMILE

you're doing an amazing thing!

Don't forget to have fun! Ronald McDonald House does all we can to bring a smile to the faces of seriously ill children and their family, so make sure you lead the way. After all, a smile is (the good kind) of contagious!





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Super Tips

for super fundraisers

Set your goal & strive high!

The more ambitious the goal, the more this encourages your supporters to dig deep. And if you hit your goal? Increase it! Your supporters want to see you hit your goal, so the further you are from it, the more likely your supporters are to donate

Hot tip: *To accommodate one family for one night at Ronald McDonald House costs \$160. Make your goal a weeks accommodation, or even a whole month!*

Ask everyone (and anyone)

Friends and family are often our biggest supporters, along with classmates, work colleagues & local businesses. Don't forget your broader community either. Do you play for a local sporting team, dance class, music groups, you'll be surprised how many people love to support, you just need to ask!

Double your money

Many workplaces have dollar matching programs and love to support local causes. Have a chat to your boss, or even local restaurants, shops or banks and ask if they are able to support you by matching your total funds raised.

Hot tip: *If you find a business willing to dollar match, why not give them a shout-out or special mention on your fundraising page. Support those who support you!*

Show your supporters the real hero you are

Be sure not to underestimate the power of telling your story. Personalise your fundraising page to show why supporting Ronald McDonald House and seriously ill children is so important to you. You can add photos, videos or even updates on your fundraising journey as you go!

Set Targets & Incentives

Incentives are a great way to encourage supporters to donate to hit certain targets. "If I raise \$1,120 which is enough to cover an entire weeks accommodation I will go an entire week without coffee"

Spread the word

You have more networks than you think. Use your socials to the fullest with regular posts, update your cover photo and even put your fundraising link in your bio. Add the link to your fundraising page to your email signature along with our email banner. Share your page and progress everywhere you can asking your followers to help you reach your target.

Show your supporters how their money helps

With so many seriously ill children that need support, every dollar counts. Show your supporters how their money helps by sharing RMHC GWS socials and stories.

Lead the way

Get the fundraising ball rolling by self-donating to your cause. This shows commitment to your fundraiser but also sets the benchmark for other donations.

Hot tip: *Encourage people to match your donation. Create incentives for people who double (or triple) it. "Double my donation and you can choose my outfit for a day"*

Reminders

Life gets busy and social feeds fill up. Don't be afraid to ask again or reach out to anyone that may have missed your initial ask. More often than not, people have just forgotten, it's not that they don't want to support.

Lucky last...

Be sure to give all your supporters a huge THANK YOU. Oh, and don't forget to HAVE FUN!

Reach out - we're here to help!

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