



Your quick guide to fundraising

We've put together tips and tricks to make fundraising for your Purple Picnic easy as pie!



It all starts with your fundraising page

Sharing your page via social media, email, or texts is the easiest way to ask for donations.

1

Add a photo of yourself to your fundraising page



2

Update your page with your goal and why you're fundraising



3

Share the page link with your networks



4

Post regular updates and thank people who donate to inspire others



More tips on the next page!

Fundraising for



alannah & madeline
foundation



♥ Kickstart with a self-donation

Back yourself and be your first donor. It shows commitment and sets the tone for others.

♥ Make it personal

Why are you fundraising? Share your story to build a connection and boost donations.

♥ Don't be shy

Share your page everywhere – post on socials, email your network, text your mates. Ask your community for help until you reach your target.

♥ Cook up something creative

Think beyond the donation link. Host a bake sale or ask friends to donate the cost of their daily coffee. A little fun goes a long way!



Quick tip!

Let your guests and community know that all donations to your page above \$2 are tax deductible.

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