

# BRISBANE'S BACKSEAT SLEEP OUT

24 OCTOBER 2024 | EAT STREET NORTHSORE

## Fundraising Tips



### Getting Started

Simple yet effective steps to help introduce you to the concept of peer to peer fundraising.

#### 1 PERSONALISE YOUR FUNDRAISING PAGE

Add a profile picture to your fundraising page, so supporters can put a face to your name.

Edit your page and explain why you are participating.

#### 2 DONATE TO YOURSELF

Get the ball rolling and set a benchmark for your supporters. Show you are serious about youth homelessness and supporting The Property Industry Foundation.

#### 3 SHARE YOUR FUNDRAISING PAGE

Get noticed by your networks and share your fundraising page by Facebook, LinkedIn and email.

### Superstar Fundraiser

You're elevating your peer to peer fundraising knowledge to become a superstar fundraiser.

#### 4 CREATE A TEAM

Fundraising is easier when you are a part of a team! Create a team with your colleagues and fundraise together.

#### 5 TARGET YOUR SUPPORTERS

Create a list of colleagues, friends, family or clients you can approach directly to support your fundraising efforts.

### Champion of Youth Homelessness

You're becoming a Property Industry Champion of Youth Homelessness.

These steps have been passed down to us from the PIF Hall of Champion fundraisers.

#### 6 METHOD FOR ASKING

Great fundraising success comes from sharing a fundraising page multiple times via multiple channels. Get your page out at the beginning, middle and end of your fundraising journey and always thank your supporters.

#### 7 HOST A SMALL EVENT

Whether it be a cupcake stall, BBQ, office breakfast or lunch and charge a small donation fee. This is a great way to reach more colleagues and also share the who and why of your fundraising journey.

#### 8 THANK YOU!

*Remember to thank your supporters. They didn't have to support you, but they did!*

TOGETHER WE'LL FUNDRAISE TO BUILD HOMES FOR HOMELESS YOUTH  
1800 313 116 | [backseatsleepout.](#)

PROPERTY  
INDUSTRY  
FOUNDATION