

# HIKE THE NIGHT FOR HOMELESS YOUTH



## FUNDRAISING TIPS

### PERSONALISE YOUR FUNDRAISING PAGE

Donors are more likely to support you if you have included a personal message and explanation as to why you are doing this for the Property Industry Foundation.

Fundraisers who personalise their page receive on average 20% more donations!

### DONATE TO YOURSELF!

Get the donation ball rolling by donating to your own page. This will set a benchmark for others and will show that you are committed to the cause.

### SHARE YOUR FUNDRAISING PAGE

Post your fundraising page on social media, via email and through text message and get the word out! While you're at it, encourage your networks to do the challenge with you.

### MAKE A LIST

Create a list of people in your life who could be potential donors and approach them individually.

Instead of sending a blanket email, send personalised emails. Use the following dollar handles to provide a tangible connection to donations.

- \$13 can provide 3 meals a day
- \$50 can provide winter woolies or toiletries
- \$100 can provide internet for a month

### ENCOURAGE A DONATION PER KM OF TRAINING

Ask friends, family or colleagues to donate \$1 per km that you walk or run training. This can be done for one day only, or for the entire time in the lead up to race day. The sky is the limit!

### COMMUNICATE YOUR PROGRESS

Monitor your fundraising progress and communicate with your networks how much more you need to reach your goal. Use this as another opportunity to share your fundraising page.

### INCREASE YOUR GOAL

\$50 away from your fundraising goal and have a week left? Increase it. People are more likely to keep donating if there is still a goal to be reached.

### SHARE YOUR FUNDRAISING PAGE, AGAIN!

A successful fundraiser shares their page 5-6 times throughout the course of a campaign.

### REMEMBER TO SAY THANK YOU

Let your supporters know their donation has been noticed and appreciated.

### ORGANISE YOUR OWN FUNDRAISER

As we move out of restrictions, look at the possibility of hosting your own fundraiser. This could be an office bake sale, a picnic, a dinner with friends, etc.

**PROPERTY  
INDUSTRY  
FOUNDATION**

We Are Hiking The Night  
For Homeless Youth