

Caritas Australia's Top 10 tips for fundraising online

Online fundraising is a great way to spread the word about your event and your fundraising efforts. You'll be amazed at how generous your friends, family and colleagues are when they learn about your activities and commitment.

Every bit counts. Following these simple tips will help maximise your fundraising efforts and make a real difference to marginalised communities need around the world.

1. Inspiration inspires

Let others know *why* you are fundraising for Caritas Australia. What inspired you could inspire them! Share your personal story. Your passion can make a huge impact in inspiring others to donate. Personalise your page with photos and upload videos from youtube.

2. Be ambitious

Set a fundraising target that is ambitious, but achievable! People are most likely to give a little more when donating with their credit card. You'll be surprised how generous people are when helping you to reach your fundraising target.

3. Donate to your own event

If you are asking other people to support your fundraising efforts, why not kick start your fundraising by donating to your own event? Your supporters will be impressed!

4. Let people know the difference their donation makes

As well as emailing family and friends to tell them about *why* you would like them to help you, use our [What your dollars can do PDF](#) to give them examples of how their donation can be used to change other people's lives - a suggestion of what they might like to donate.

5. Utilise your social networks

Facebook and witter are the two most popular social networking sites. Update your progress and encourage friends, family and colleagues to donate by sharing the direct link to your webpage.

Facebook tip: use the direct message option, rather than posting it on your wall as this is not targeted enough. Creating lists of friends, family and colleagues and direct messaging them is more persuasive as they can see you have specifically asked them. By creating lists of people who have a relationship with one another (Friends/ Family/ Workmates) you encourage more conversation and community support around your efforts.

6. Update your email signature

Update your email signature with your direct URL to your fundraising page.

7. Ask your boss to match the donations you raise

Consider using our letter [template](#) to ask your manager or employer to contribute to your fundraising by matching a certain amount of donations.

8. Keep updating your progress regularly

Often friends who mean to donate simply forget, or get distracted with other things . Weekly email updates to your supporters will help to inspire and prompt them to donate. It's your opportunity to remind them that you (and Caritas Australia's work) need their help through a donation to your webpage.

9. Continue to fundraise after your event

It is likely that people will continue to donate after your event when they see and read about how it went. Update your webpage including the blog and photos with details on how your event went.

10. Say thanks

Dont forget to thank your supporters. People like to be acknowledged and it's great to update them on how much was raised and how well your event went.

Have fun and good luck!