

EVERY STEP COUNTS



**DARKNESS TO DAYLIGHT
CHALLENGE**

FUNDRAISING TIPS

Please check out these tips and if you would like further help, reach out to us at eventcrew@aceoc.org



Personalise your page

Add your own description of why you are participating in Darkness to Daylight. You can also upload a profile picture, add additional images and even start a blog!

Donating to your own page will also get you started on your way to achieving your fundraising goal. It also helps people see that you are serious about making an impact that matters.



Ask

People can only support you if they know what you are doing and why it matters to you.

1. Social Media – a few words about what you are doing and a picture will show your commitment to the cause (and don't forget to use our hashtag #D2D)
2. Email – a quick email to friends and colleagues is a great way to let them know that you will be fundraising for Darkness to Daylight.
3. SMS - send a note with a message about what you are up to and your reason why
4. Pick up the phone - rally your troops and seek their support via a chat on the phone.



Share your why

Sharing where donations go and why it is close to your heart will help your fundraising.

Darkness to Daylight is an initiative of Australia's CEO Challenge whose mission is to empower workplaces and frontline services to end domestic and family violence in our communities – let people know who we are and what we do!



Ask again

Everyone is busy and people often mean to donate and simply forget. Don't be afraid to remind people. If you asked them once and they haven't donated – don't be afraid to ask again, they may have just forgotten.



Every dollar matters

When you're asking for donations let people know that every dollar counts! Every donation matters and even the smallest contribution can go a long way to reaching your target.



Share your journey

Let supporters know why you are supporting Darkness to Daylight. Updating your fundraising page with pictures, comments and news will help people see how passionate you are.

You could also share your updates on social media or via your page blog.



Keep Connected

We have a dedicated event Facebook Group. By joining the group you can stay connected with others who are participating in Darkness to Daylight.

Share stories, fundraising ideas, progress and gain a sense of the movement behind our Darkness to Daylight community.

We'd love to see you there!



Thank supporters

Let them know their donation has been noticed and appreciated – a quick thank you note can mean a lot to people.

