

The 72 Club

TOP FUNDRAISING TIPS



Be the first! By donating to your own supporter page you're showing commitment to your fundraising and setting the benchmark for other donations. \$72 maybe?

Share your page when you invite your guests to your 72 Club Meal and they can contribute prior to attending. Also, share your page with those who can't make it, along with other family and friends.

Blog on your Everyday Hero page. Include pictures of yourself, and tell your story in words, photos and video. Keep your community updated with your progress.

Let supporters know WHY you are doing what you're doing. Tell them you are joining the **72 Club** by hosting a meal and encouraging connection around the dinner table. Let people know where their donation is going:

- **\$25** will cover the cost of responding to one call to Lifeline's free helpline.
- **\$72** will cover the cost of responding to around three calls
- **\$100** will cover the cost of responding to a high risk call

Explain why you're doing what you're doing with some key points:

- Lifeline provides services that reduce distress and save lives.
- Last year there were 668 suicides in New Zealand – this is 1.7 times higher than the road toll.
- We receive more than 10,000 calls a month and of these 5-6 a day are high risk suicide calls.
- We receive no government funding for our helplines and can't keep up with demand.

If you hit your target, or you are less than \$50 away from reaching it – increase it!

If people think you are \$50 off meeting your target they may not donate the \$72 they were going to.

Thank your donors on your page. Let them know their donation has been noticed and appreciated. If a business has sponsored you, you can thank them and put their logo on your page.



Promote your fundraising

- **Share** your fundraising on Facebook and other social media platforms. If someone isn't able to donate, ask them to share your page. Every share helps.
- While social media might be easy, **email is still far more effective**. People are more likely to give to you when you ask them via a personal email. Don't be afraid to do both!
- Ask people face to face. Don't be frightened by their response. You are doing something amazing and you can be confident to ask for sponsorship from your friends and family.

Receiving cash/cheque donations? You can either add them to your page yourself, or send them to Lifeline's bank and drop us a line and we'll deposit these to your fundraising page as soon as we can.

Finally - ask again! People often need reminding. If you asked them once and they haven't donated – ask again, they may have just forgotten and won't begrudge a friendly reminder.

And last, but by no means, have fun!