

Tips from other HWH fundraisers



Share, share, share

“Keep reposting your fundraising link with each update of your hair chop journey”

Time of day and week

“The time of day made a huge impact on the support I received. I found the most successful time I had the most support was a Sunday evening. I would not post much on social media but when I did post, I posted on Sunday evening at 7pm and I would be inundated with activity to my page. It may not all have been for donations, but I received a lot of support at this time”

Why not?

“I was a bit unsure about fundraising and asking people for money as it is not really my sort of thing, but I did want to do it. I raised a lot more than I thought I was capable of and am proud that I did it. I’m so grateful for everyone donating to such a great cause. It only adds to the amazing experience”

One to one

“It may be better to directly message people about it than to do just one big FB post”

There’s lots of ways to fundraise

“Use different channels - online fundraising page, face to face donations, raffles, events etc so you can capture the widest possible donor audience. Most importantly, tell the story of why you’re fundraising”

More than donations

“Tell people in advance what you are planning to do when they comment on how long your hair is getting”

More than donations

“It’s important to make people aware that support is not just financial. Making people aware of Variety and the work they do is just as important”

Thank you

“Say thank you to the people who gave you money”

And lastly...

“Just do it, every little bit helps”



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