

Tips for Online Fundraising for Heart Children NZ

- Your Everyday Hero (EDH) fundraising page is a valuable tool for reaching people and getting your message across. Use your page well and often, keep the content interesting, talk about your reasons for supporting Heart Children NZ, and give people a reason to stop back to see how you're getting on
- Set yourself measurable training goals and talk about achieving them on your page – supporters might like to donate a little each time you reach a goal
- Think global - send your URL to friends and family everywhere in the world
- Will your company get behind you? Consider asking your employer if they might match you dollar for dollar raised
- If you can make additions to your email signature, consider adding a note about your participation in the cycle challenge and the link to your page – support can come from the most unexpected corners!
- Consider colleagues, suppliers and clients as potential donors – no doubt they will want to support you in your challenge, and you could even offer to show their company logo or website link on your EDH page in return for a good sized donation
- Ask if you can upload the link to your fundraising page onto your company's website or intranet site. Many organisations like to promote the charitable and public spirited efforts of their staff and you could get a lot of extra donations from this.
- Do you use a social networking site? Don't forget to add your URL to your page and keep your friends updated
- Regular email outs about your progress as you train will work wonders; talk about the effort you are putting in, the milestones you are reaching, and how the money you raise by wearing our heart on your sleeve will help support kiwi children and their families living with childhood heart disease.

Do keep us updated with your fundraising activities – we'd love to know what you're up too and hear about your new and creative fundraising ideas

BEST OF LUCK!!