



Thank you for signing up for the 2016 Geelong Riverfest

The Geelong Riverfest, sponsored by Programmed is a unique challenge and a fun day for all, however please don't forget the all important fundraising challenge.

All funds raised through the fundraising challenge will be distributed by the Give Where You Live Foundation and to the Feed Geelong Appeal to continue the important work in our region.

We understand that asking people for donations can be difficult so we've put together our TOP FUNDRAISING TIPS to get your Geelong Riverfest fundraising off and rowing!

And remember, if you get stuck, need some help or just want to run an idea past someone be sure to get in touch with our Events Team at events@givewhereyoulive.com.au or phone us on 5229 4364.

Fundraising is vitally important to our causes and we thank you sincerely for taking on this challenge!

—TOP— FUNDRAISING TIPS

Just Ask! That's right and it's pretty easy once you've made the first ask! All you need to do is take our suggested copy, mix a little of your own thoughts in and start asking for donations — you will be surprised how the donations will start rolling in.

Email We find one of the easiest ways to ask people to donate to a fundraising page is to simply send them an email. We suggest you start by emailing those closest to you with a personalised message and then use our suggested email (feel free to customise it to suit) to email to the rest of your contacts. Don't forget to include your unique link to your fundraising page.

Don't hesitate to follow up people with a second email. We find people are so busy they often get side-tracked and forget to make their donation. You can also use this second email to let people know how you're going, whether you have reached your 50% or 75% target, where are you sitting on the overall Geelong Riverfest Fundraising Leader Board—people love to know how you're going!

Social Media Once you've sent out your emails go social and put your donation request out into the social stratosphere with Facebook, Twitter and Instagram remembering to include your unique link to your fundraising page. Don't forget to tag and thank people who have donated and keep your social networks up to date with how your fundraising is going. Use the #geelongriverfest hashtag so we can keep up with your posts too!

Be the first You'll find others are more willing to donate to your page if they're not the first to do so. So be the first! Make your donation (however large or small you wish) to get started.

Share Stories Your donors will want to know how their donation is helping so be sure to include some of the stories (or a link them online) shared in our Geelong Riverfest e-Newsletter or online at feedgeelong.org.au.

Tell Your Story Let everyone know why you're taking on this challenge, why it's important to you. Get personal and others will respond.

Set your Goal and Set your Targets We've set every Geelong Riverfest participant a goal of raising \$150 - that's only 3 people donating \$50 each, 6 people at \$25 each or 15 people at \$10. Can you aim higher? Who will you ask first? Set your personal goal and let everyone know what you're trying to achieve.

It's tax deductible Don't forget to tell your donors that all donations over \$2 are tax deductible. Donors will receive an automatic tax receipt emailed to their email address.

Thank you Make sure you say thank you and let people know how you went in your Rowing Crew or Dragon Boat Team and your Fundraising Challenge.