



Top Fundraising Tips

Be the first! By donating to your own supporter page you are showing your commitment to your fundraising and setting the benchmark for other donations.

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

Let supporters know WHY you are doing what you are doing. Personalise your story as much as possible. They want to know. And let people know what their donation goes to:

Your Impact

We are committed to creating a positive change and an everlasting impact for all New Zealanders affected by gut cancers. GCF...

- Proudly funds research into the prevention, detection, diagnosis, and treatment of gut cancers.
- Provide comprehensive information and support to help patients and whānau through their gut cancer journey and ensure they are best equipped to make decisions.
- Are a voice for our patients and whānau, advocating on behalf of our community to try and ensure they have equitable access to treatment and care.
- Raise awareness of the signs and symptoms of gut cancers to ensure people get diagnosed earlier.
- Educate people on how to prevent gut cancers, to reduce the number of people developing these diseases.

Help explain why you are doing what you are doing with some of the key messaging;

- Collectively, gut cancers are the most common type of cancer in New Zealand with over 6,100 Kiwis diagnosed each year.
- More New Zealanders die from gut cancers than prostate and breast cancers combined.
- That is 18 people a day are told they have a gut cancer, and 8 people will die each day.
- More than half of those diagnosed with GI cancer die within five years of their diagnosis, for cancers of the upper digestive system this can be as low as 12%



Fundraising Tips

If you hit your target, or you are less than \$100 away from reaching it – increase it! If people think you are \$75 off meeting your target they may not donate the \$200 they were going to.

Promote your fundraising:

- **Share** your fundraising page on Facebook, Instagram, LinkedIn, X 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, messenger or WhatsApp. Don't be afraid to do it all!
- **Put** up posters around your local town, in shop windows, at your local community hall and at work.
- Ask people face to face. Don't be frightened by their response. You are doing something amazing and you should be confident to ask for sponsorship from your friends and family.
- **Approach** your local businesses whose services you often use (bakers, dry cleaners) and ask if they are happy for you to leave a collection tin on their counter. You can even offer to hand out flyers on their behalf to sweeten the deal.
- **Contact** your local media! Call up your local newspaper and let them know what you are doing – if they run an article on you be sure to include your supporter page link so people can donate easily.
- **Ask your boss!** – find out if you can promote your fundraising direct to your colleagues. Hold a bake sale or a mufti day. Ask your employer if they would consider matching your fundraising as part of their CSR...you'd be surprised how many companies are happy to support their employees in this way.

Thank your donors on your page. Let them know their donation has been noticed and appreciated. Tag anyone that has donated to you so their friends will see their contribution and your fundraising efforts as well.

Receiving cash donations? You can either add them to your page yourself, or send them to GCF and we'll deposit these to your Fundraising page.

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.



Need a little motivation?

Remember why you are doing what you are doing. Don't forget the passion behind your reason to raise money for your cause.

Don't lose your momentum if your donations slow down. You should speed up! Send out reminder emails and text messages to friends who have yet to donate. Call in that favour, remind your loved ones of your passion behind what you are doing and the steps you are taking to achieve it. Boast ;)

Change! If you find yourself getting bored of your training programme change it. Don't risk hitting a plateau and becoming de-motivated.

Set weekly or daily goals for your fundraising. By having smaller targets, it means you're more likely to achieve them and keep up your positive energy.

Reward yourself when you hit certain milestones within your fundraising, whether that's taking time out to go to the cinema or just treating yourself to a day off to relax and re-charge. Think of the good your doing for the cause you're supporting.

Smile! According to The British Dental Health Foundation, a loving smile can produce the same emotional response as eating 2,000 chocolate bars! Simply smiling for 60 seconds, no matter what your mood, releases serotonin which tricks the body into making you feel happy again.

Raise money in good company. Get your friends and family to join in with your efforts, whether it's for the main adventure or just helping out with your smaller fundraising events beforehand.

And last, but by no means least, **have fun!**