



HOW TO MAKE THE MOST OF THE HANDS UP FOR CANBERRA GIVING DAY

March 08



MAKE THE MOST OF WHAT'S PROVIDED

USE THE KIT

PROVIDED BY

HANDS ACROSS CANBERRA

Ensure you understand how matched funds work and how to leverage them to encourage people to donate. Matched funds allow donors to 'double their impact and support'. For example, with matched funds: \$50 = \$100, \$250 = \$500, \$500 = \$1,000.

Also, make sure you're aware of the competitions and prizes available - prepare for them, but don't rely on them! Set achievable goals for your organisation to keep you focused (consider any or all of the below), and tell your supporters the total you aim to raise.

WHAT KIND OF GOALS SHOULD I SET?

Here are some examples to help get you started:

- ① The amount of money you want to raise
- ② The number of fundraisers you would like to see participating
- ③ The number of new donors you would like to bring in
- ④ The engagement of key audiences (e.g. board members, staff etc.)

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MAKE THE MOST OF YOUR CAUSE & MISSION



- ① Pick a tangible real-world project rather than an abstract general fundraising message - tell people how much you aim to raise on the day and why you need their donation.
- ② Use the urgency of the day in your messages.
- ③ Compile your most compelling photos to share, and if possible, create new, authentic short-form videos on a smartphone (e.g. TikToks, Reels - be aware of appropriate content standards).
- ④ In the lead-up, get even more sharable content by asking your staff and supporters to send through any compelling photos and videos for your organisation to share publicly across social media.



MAKE THE MOST OF YOUR SUPPORTERS

REGISTER YOUR EXISTING SUPPORTERS, BOARD MEMBERS, STAFF

AND VOLUNTEERS TO JOIN THE CAMPAIGN AS FUNDRAISERS, CHAMPIONING

THE FUNDRAISING EFFORTS FOR YOUR CHARITY

- ① Make sure they know that you are part of the Appeal and that your donations will be matched 1-for-1, so their fundraising efforts will be doubled automatically! And don't forget, donations of \$2.00 or more are tax deductible.
- ② Set individual fundraiser goals to create social rivalry amongst your supporters. e.g. "Help us reach our target of \$5,000 by raising \$500".
- ③ Give your supporters recognition and incentives. e.g. Fundraising certificates and/or badges, mentions in your social media updates, emails and reports, etc.
- ④ Create friendly competition - use the campaign urgency and gamification to make it fun!
- ⑤ Give them the tools they need to fundraise effectively. This could be a brief list of the key messages, including what they are fundraising for and why, all key dates to note, the call-to-action, the link to the fundraiser page and social media info (refer to the comms kit and add your hashtags and tags).
- ⑥ Maintain positive and open communication with your supporters in the lead-up. Give them a shout-out and thank them on the day and afterwards.
- ⑦ Consider and plan how you will engage with (and hopefully retain) any new donors that donate to you on the day.
- ⑧ Reach out to your existing business sponsors and ask if they can match your matched funds on the day, giving you an even bigger matched fund multiplier! e.g. a \$250 donation is matched to \$500 and doubled again to become \$1,000!

MAKE THE MOST OF YOUR COMMUNICATIONS

SET UP A COMMUNICATIONS CALENDAR TO COVER THE

LEAD UP TO THE DAY, ON THE DAY AND AFTER THE DAY.

THE GIVING DAY IS THE ONE DAY YOU CAN SEND MORE

THAN 1 EMAIL TO YOUR LIST!

EMAILS

Emails with a clear call to action to donate have been shown to work best in securing donations – ensure it is only one single click to get to the donation page.

- ① Build awareness and excitement in the lead-up period.
- ② Look to segment and personalise your email lists as much as possible.
- ③ Ensure your emails are mobile-friendly if they are not already.
- ④ Create and share short, direct and authentic videos using your smartphone. Make sure the video is well-lit with minimal background noise, and include the call to action and the donation link with the video.
- ⑤ Check and test everything before it goes out. Broken or inactive buttons and links will put people off, and they most likely won't try again.

SOCIAL MEDIA

Social media helps primarily by extending the reach of your messaging and ensuring your followers are aware of your involvement in the Appeal.

- ① Actively post where you know your audience is.
- ② Always include the call to donate and the link to your donation page.
- ③ Always tag sponsors, supporters and key stakeholders to maximise your reach.
- ④ Check and test all links before publishing your posts.
- ⑤ Schedule thank you message posts throughout the day to thank your donors while encouraging those who have not yet supported you to donate.

DIRECT MAIL

If you know your supporters still like and respond to mail, use this to excite them and get them involved to donate and fundraise for you before the day.

DON'T FORGET TO PROOFREAD

AND DOUBLE-CHECK EVERYTHING BEFORE IT GOES OUT!



MAKE THE MOST OF REAL PEOPLE

ARRANGE AN IN-PERSON EVENT!

SEE IF A LOCAL BUSINESS CAN HOST AN EVENT FOR YOU AND YOUR

SUPPORTERS AT THEIR CAFÉ,

RESTAURANT, OFFICE OR VENUE

- ① Ensure that fundraising is the event's focus. All guests should be expected to donate, fundraise, or both!
- ② Drum up some excitement and anticipation with small competitions.
- ③ Livestream the event from a smartphone via your primary social media channel to maximise your event's reach and effectiveness – video continues to receive the lion's share of attention on social media.
- ④ If you are in a high-traffic location, adapt and share existing flyers for the Appeal. Stick them up, give them out, and if you can, leave them at libraries, cafés, shops, etc., that are happy to share the material.

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