

Steps to get you started

Fundraising can sometimes be a bit overwhelming, especially if you haven't done it before, but it doesn't need to be! Here are our top tips to make sure all your hard work really pays off:

- 1. Plan your fundraiser** - Decide what you are going to do! You can join an event or create your own. You can do it solo, or in a team; including your friends and families or with your workmates. Visit our website **www.initforautism.org.au** to find out different ways to start your fundraising journey with us.
- 2. Create your fundraising page** - Visit **www.initforautism.org.au** and create your fundraising page. Add a photo, share your story and tell people why you are inspired to support and raise funds for Aspect. The more personalised the page, the higher success you will have raising funds with your networks.
- 3. Set your target and be the first one to donate!** It always helps to show how committed you are towards your fundraising goal when you show you are backing yourself.
- 4. Promote! Promote! Promote!** - Decide which communication channels you are using to best target your supporters; family, friends, colleagues, local businesses. Social media is a very powerful way to tell your story and ask for support. Text and email the links to your fundraising page to anyone you can think of. Keep updating your blog and share your fundraising milestones in the lead up to your event. Just keep sharing! Our busy lives these days mean people appreciate receiving reminders.
- 5. Ask your local businesses, clubs or groups to support you by sponsoring you.** Approach your gym, local café, church group, school or any community group to sponsor your efforts, or donate something you can raffle off.
- 6. Ask your employer to match the amount you have managed to raise.** It's an easy way to double your money, and for them to show their social responsibility values. Or your employer could donate prizes for you to auction or raffle.
- 7. Most importantly - thank your supporters!** Send them a personal SMS and email showing your appreciation for their donation. Post on your Facebook, Instagram, Twitter feed about all of your generous supporters to make them feel special. Tag a business to recognise their support. And if you're holding a big event – create a list of people to thank and read out their names in front of your attendees. We all love to be recognised for doing good!



Show your passion by making your first \$25 donation to your page



Share your page and ask for a \$25 donation to help people on the autism spectrum



Email your friends and family asking for their support with a \$25 donation



Ask your boss for a \$25 tax-deductible company donation