

## Red Cross Journey Top 10 Fundraising Tips

**one...** Have you updated your online profile with **YOUR** why?

- My Grandfather receives meals on wheels
- Red Cross supported our family after the Napier floods/Kaikoura earthquake etc
- My Grandmother is an active member of the Curtain Bank and I want to show my support.

**two...** Pick an event

Morning tea   Bake sale  
Quiz Night   Garage Sale  
Golf tournament   Mufti Day  
Clothing swap   Head shave  
Fitness class   Pamper party  
Sports Challenges   Craft day

**three...** Set a goal, it creates a challenge for you and a reason to update your donors

**four...** Don't feel guilty about asking! You will find that people will be honoured to be included in your fundraiser.

**five...** Don't forget to update your donors on your journey, include images or updates to let them know how you are progressing and how close you are to reaching your goal.

**Six...** Take advantage of the Social Share buttons! Create a #hashtag specific to you that you can hashtag when you post photos or updates.

*#SarahsRedCrossJourney*

**REMEMBER TO HASHTAG  
#REDCROSSJOURNEY  
AND #NZREDCROSS TOO  
SO THAT WE CAN  
FOLLOW YOUR  
PROGRESS**

**seven...** If a donor cant help with money, maybe they can help in other ways... don't be shy to ask the question

**eight...** Smashed your goal? Don't be scared to create a higher one and challenge yourself

**nine...** Can you find a local business that is willing to match your donation or donate a product or service.

**ten...** Don't be scared to ask for help! Have a great idea but need a little support? Email [journey@redcross.org.nz](mailto:journey@redcross.org.nz) and tell us what you are thinking



**STEP 1.  
CHOOSE YOUR  
JOURNEY**



**STEP 2.  
COLLECT  
KILOMETRES**



**STEP 3.  
RAISE FUNDS TO  
HELP OTHERS**