



UPSTREAM CHALLENGE

9th of November 2019
From CBD/Heidelberg to Donvale

50km & 20km Options

WALK OR RUN

www.upstreamfoundation.org

Your Fundraising Guide



www.upstreamfoundation.org

Lets get started

Your Fundraising Guide is here to assist you with your challenge. It includes advice and tips to make fundraising fun and easy.

The key to success is getting started!

How to fundraise like a boss

Get things going

- Sponsor yourself. It's a convenient part of the registration process to get your fundraising moving.

Personalise your Upstream profile

- Upload a photo.
- Give a compelling reason why you are doing the Upstream Challenge. Tell your story and share your enthusiasm and passion.
- Regularly update the blog section with new photos from your latest training session and progress on your fundraising.

Set your goal

- Each individual/team member has committed to a minimum of \$200 per person. On average participants raise much more.
- Decide your fundraising goal.
- When you reach your goal, raise it because as long as you are fundraising, your supporters will give!

Ask for support

- Ask people to join you or to help you out by sponsoring you. By reaching out to your network, it is possible to raise \$500 in just a couple of hours!
- Add our email footer to all your emails – this is available for you on the Fundraising Resources page.



Make your workplace part of the team

- Ask your work to sponsor you. Some employers will match the funds raised, so it's good to ask if they might consider doing the same.
- Put up posters – available for you to print out on the Fundraising Resources page.
- Arrange a morning tea or a casual work day.

Share on social media

- A strong social presence will help boost your fundraising.
- Share the Upstream Challenge posts to Facebook, Instagram and Twitter.
- Keep your followers updated with fun stories and photos from your training sessions.

Thank your donors

- Publically thank your donors as soon as possible – by email, facebook, instagram or twitter or all of them!
- Don't forget to thank all your supporters again after you have completed the Upstream Challenge and remind them what a difference the funds raised will make.

Remind them

- People may need to hear a message a few times before they act.
- Follow up with your network every few weeks to ask them to support your fundraising.
- On the week of the event, send an email once more and remind everyone you are walking 50km or 20km for your chosen charity.

Super Fun Stuff

- Invite your friends to a movie or trivia night
- Host a dinner party, luncheon, BBQ in the park or morning tea.
- Set your friends and family a target fundraising amount that if they reach, you'll do something silly or fun (like wear a wookiee costume)
- Bake cupcakes or biscuits and sell them to friends and family or at work or school.
- Garage Sale/Ebay Sale – Get rid of unwanted items around the house and raise some dosh
- Organise a sausage sizzle either at work, the footy club or the local shops. It's easy to do if you're a team and a great way to give your fundraising efforts a big boost

Spread the word



To get a link for your sponsor page to paste in social media:
CLICK DONATE>>>SPONSOR A FRIEND>>>SEARCH YOUR
NAME>>>COPY LINK

- 'Like' the Upstream 50km Challenge Facebook page and the beneficiaries pages too.
- Regularly update your facebook page with photos and posts about your training and fundraising. Even if your friends can't donate, you can still ask them to 'share' your story with their network.
- Tell your audience what impact their support will have. Remind them of your goal and your chosen charity.
- Share your personal story on our Upstream 50km Challenge Facebook page.
- Create a Facebook event about your movie night, BBQ or morning tea and invite your friends to come along.
- Tweet the link to your fundraising page and invite your followers to share and donate.
- Message your friends, celebrities and the Upstream Challenge. Ask them to retweet your link.
- Update your twitter bio to include your fundraising story. Add the link to your fundraising page for even more exposure.
- Regularly tweet about your training and fundraising achievements. Always include the link to your fundraising page and #hashtag the cause.
- Share your training sessions with funny pictures and captions. #hashtag your photos so they turn up in searches.
- Share your instagram account with your Facebook and Twitter pages. Every time you upload a photo to Instagram your friends across all social media can see it.

#upstreamchallenge
@upstream50km

Fundraising Resources

Email Footer/Facebook banner

Why not add a footer to your emails. This way, every time you send an email, you could obtain a new sponsor or teammate.



To edit signature in MS Outlook

- Open a new message.
- On the E-mail Signature tab, click New.
- Type a name for the signature, and then click OK.
- In the Edit signature box, insert the Upstream Challenge footer.

Poster

Print out our Upstream Challenge Poster and place it in your workplace. – 2019 Posters will be available soon.