

# TIPS AND TRICKS FOR ONLINE FUNDRAISING

Thank you for choosing to support the White Shirt Campaign by setting up an online fundraising page.

Our fundraising platform makes it easy to share your page with family and friends, while also keeping tabs on your donations as they come in.

Whether you're new to online fundraising or looking for ways to boost your campaign and help you hit your target, we have all the information you need.

## DONATE TO YOURSELF FIRST

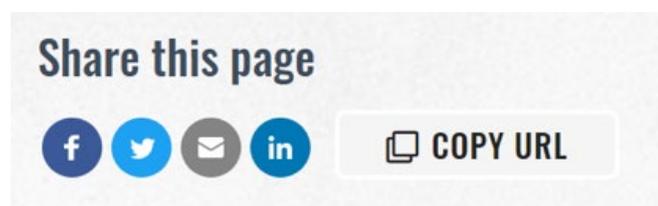
Lead by example! One of the simplest ways to show people how important this cause is to you is to be the first person to make a donation. People are more likely to donate if they see you have already put your own money towards your fundraiser. You don't have to empty out your savings account – even \$5 is enough to get things started.

## PERSONALISE YOUR PAGE

Take the time to personalise your page with a photo or image, along with a description of why you are fundraising or why ovarian cancer research is important to you. Speak (or type) from the heart, rather than trying to make it word-perfect. When you make your fundraising page personal, people will connect more with the cause and are more likely to make a donation.

## SHARE, SHARE, SHARE

Social media is an effective (and free) way to reach as many as people as possible. Our platform makes it easy to share your fundraising page via Facebook, Twitter, email and LinkedIn with just a couple of clicks. You'll find the share buttons on the top right-hand side of your page:



Remember, not everyone will be able to donate, but it doesn't cost anything to share. The OCRF can provide you with social media content and other resources to help get your message out there. Ask friends, family and colleagues to share your fundraising page with their networks – the more people who see it, the better.

## THANK YOUR SUPPORTERS

Our platform will send you an email each time someone donates to your fundraising page, so we recommend sending a short thank you note to let them know how much you appreciate their support. You could even do a daily thank you wrap-up on Facebook or Instagram, tagging everyone who donated that day. This not only shows your gratitude, but also helps spread your fundraising efforts further.

## TAG AND HASHTAG

Whichever ways you decide to use social media to promote the White Shirt Campaign, always remember to use the official tags and hashtags below. And we'd love to see a selfie in your white shirt!

@ocrf

@witcheryfashion

#whiteshirtcampaign

#thiswhiteshirtsaveslives

## NEED AN EXTRA HELPING HAND?

We have lots of useful resources [on our website](#) to help you promote your fundraising page.

Awareness is an important part of the White Shirt Campaign, so we have also made some great social media posts for you to use – simply screenshot or download them to your phone and share on your favourite platform.

**If you have any questions, we're here for you! Contact our team on [community@ocrf.com.au](mailto:community@ocrf.com.au) or 1800 682 742.**