



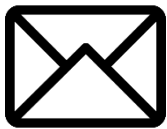
## Creating a Fundraising Communications Plan

Seeking donations can be a daunting task and nobody wants to feel like they are being badgered for a donation. But we also know that sometimes life gets in the way—sometimes we just forget to pay that bill, return that email—it happens! So how can you make multiple donation asks and not feel like you are spamming your friend's inbox's?

Simple, by creating your own Fundraising Communication Plan. You can use different approaches and channels to get your message across such as email and social media channels. Sounds complicated—trust me it's not and you can do it.

### Step 1 – Select your communication channels

We recommend multiple channels, with a primary contact via email but supported with additional posts across your social networks including Facebook, Instagram, LinkedIn and Strava.



### Step 2 – Outline your email schedule

Write out how many emails you intend to send, when and what each is intended to say. A few dot points on each is fine then add the email dates to your Calendar as a reminder.

**Email 1:** Send now

**Subject:** "I'm riding for cancer research"

This is your intro in to the ride & initial 'ask' for donations.

- Outline 'Why' you're taking on the challenge
- Are you riding in honour of someone or to support an important cause
- What are you hoping to achieve



**Email 2:** Approx 1 month after email #1

**Subject:** "An update – I'm clocking up the kms"

This is an opportunity to update your training and fundraising progress.

- Discuss your training and how you are feeling
- Thank those who have supported you
- Finally, if you haven't yet donated here is my Fundraising Page link...

**Email 3:** Approx 4 weeks out from ride

**Subject:** "Thank you for supporting me – I'm in the final stretch"

This is a chance to again, thank your supporters and remind them the ride is close.

- Outline your training over the next few weeks – big kms coming up?
- Share one of our research updates on where the funds go
- It's not too late to donate.....link my page

**Email 4:** 1-2 days from the start of the ride

**Subject:** "I'm off tomorrow, you can follow my journey Thank you for supporting me"

It's finally here, I'm setting off tomorrow

- You can follow my journey via my/Smiddy social media pages
- Share my progress and my fundraising page please



**Email 5:** 1-2 days after the ride

**Subject:** "I did it!! Thank you for your support"

Thank you for your support I couldn't have done it without you

- Together we raised \$your FR tally\*\*\* and the group tally
- A few trip highlights and pic's
- It's not too late to donate

Thank you, Thank you, Thank you – you can't say it enough!

**Key Tip:**

Make sure you include the link to your fundraising page in every communication and you must ask for a donation.

**Step 3: Integrate your social media channels**

To get maximum impact from your emails, we recommend you also share content on your various social media channels. This will be to fill the space between sending your emails and will act as a gentle reminder to your supporters of what you are doing and keep it front of mind until the next email.

You can use photos and video's to help make your posts more engaging or jump on the Challenge in the Tropics [Fundraising Resources Page](#) for pre-made 'social tiles' like these.





Each platform has a different 'tone' and it's important to customise your message and content for each:

### Facebook:

Add a photo with a short message outlining what you are doing, include your Fundraising Page link and ask for a donation. Note, simply asking for support or leaving it open might result in likes or a share—be clear on what you want people to do—please donate.

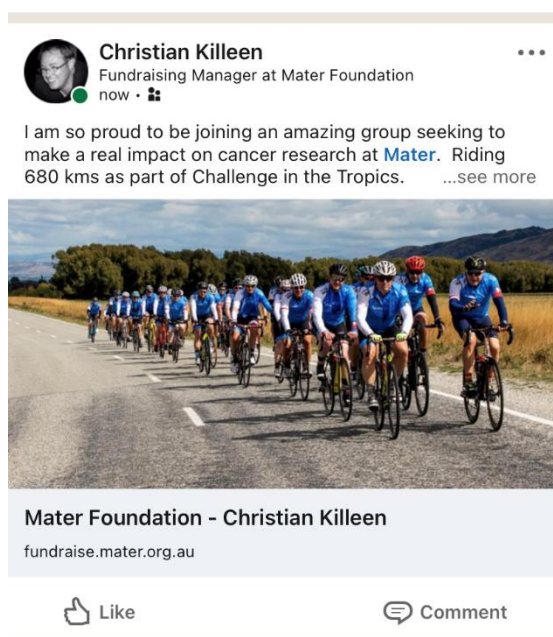
You can also use video messages if you have more to say, but try to keep videos to 20-30 seconds and as always include the link to your fundraising Page.

**Top tip: Always ask for a donation and include your page link**



### LinkedIn:

Photo's work well with a description of what you are doing and wish to achieve. A more formal approach is recommended. Include your link and ensure you are asking for a donation.





## Instagram:

Is great for sharing the fun side of your training with pictures and videos. Links do not work with Instagram but are a great way to keep your efforts front of mind and show your supporters the work you are doing in the lead up.



## Strava:

You can use Strava to create content for your social platforms, sharing your latest ride and photos to show your supporters how hard you are working for their donation

