runmelbourne.com.au

#RunMelbourne2021

25 JULY 2021

21K · 10K · 5K

FUNDRAISING GUIDE.

powered by ⬡ SOLE MOTIVE

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ver the last 14 years, Run Melbourne has grown into a movement that has changed the culture of what it means to run through the city streets. It's an event that continues to inspire, empower and motivate runners to get out there - to lace up, wipe off the sweat and never give up.

Helping our participants raise funds for a cause they love will always stay true to Run Melbourne. We're proud to say that over the years we have helped raise a over $18 million dollars for charities in need.

Now it's your turn to make a difference – whatever your cause, we're here to help you on your journey with our Fundraising Guide.

INSIDE YOU'LL FIND:

- How to get started and maximise your fundraising profile
- Information on our Champion Charity program
- 7 easy steps to raise $1,000
- Social Media tips, along with a **link** to 2019 event images, a 2021 downloadable poster and more
- Templates to send to your loved ones
- More fundraising ideas and other resources from our online fundraising partner, Grassrootz

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MAKE FUNDRAISING YOUR #1 GOAL FOR RUN MELBOURNE 2021!

BECOME A CHAMPION FUNDRAISER FOR ONE OF OUR CHAMPION CHARITIES AND YOU'LL RECEIVE AWESOME BENEFITS LIKE:

- Free entry to Run Melbourne 2021
- Exclusive wave start zone
- A bonus medal and engraved iTab
- Official race photo pack
- Free SMS result
- Fundraising support from your chosen charity

HOW TO APPLY:

To apply to become a Champion Runner, see the list of Champion Charities below or to find out more information, **follow this link**. Once you request more information from your favourite charity, they will be in touch to let you know if you have been successful.

CHAMPION CHARITIES INVOLVED:

Stroke FOUNDATION

Black Dog Institute

mnd Victoria

FIGHT MND. IT TAKES PEOPLE

Cure Brain Cancer Foundation

Cancer Council Victoria

CURE CANCER

UNHCR The UN Refugee Agency Australia for UNHCR

alannah & madeline foundation

Beyond Blue

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HOW TO GET STARTED:

1. During the Run Melbourne registration process you will be asked to choose a charity to support from our list of Champion Charities.

2. If your desired charity is not on the Champion Charity list you will need to skip this section within the registration process, complete your entry as normal and create your fundraising page separately.

3. To create your fundraising page **click here**.

4. You'll then be asked to enter some details, including the charity you'd like to fundraise for, to set up your page.

5. Personalise your fundraising page with a photo of yourself and your story to help others connect with your cause.

6. Share your fundraising page to inspire donations and tell your family, friends and colleagues why they should support your cause.

7. Giving is more than just money, it's the time, effort and the voice you give that makes the difference. So join us, rally behind your favourite charity and make your run count in 2021.

START FUNDRAISING TODAY

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MAXIMISE YOUR FUNDRAISING PROFILE:

PERSONALISE YOUR FUNDRAISING PAGE

People who personalise their pages raise more money for their charity of choice. So make a great first impression on your friends and family, and greet them with a personal message and a picture of yourself, or even a video! Also, try to keep your page fresh and engaging by updating it with new pictures throughout your journey towards Run Melbourne.

SET A TARGET FOR YOURSELF

Setting a fundraising target for yourself is a great way to stay on track with your efforts, and also helps your supporters understand what their contribution means in terms of your overall fundraising journey.

MAKE IT PERSONAL

Why not share your motivations, and why this event is so important to you with your supporters. Do you have a personal milestone? Are you raising funds for a particular, personal reason? The people who visit your page are doing so to help you, so let them know exactly why you've chosen to enter Run Melbourne.

SHOW DONORS HOW THEIR MONEY WILL HELP

If you aren't already aware, why not investigate how the money you raise will help your charity, and share this information with your supporters? Understanding what their money will be used for can go a long way in convincing people to donate. Many charities have this information on their websites. Otherwise, you can give them a call and ask them to send you some information.
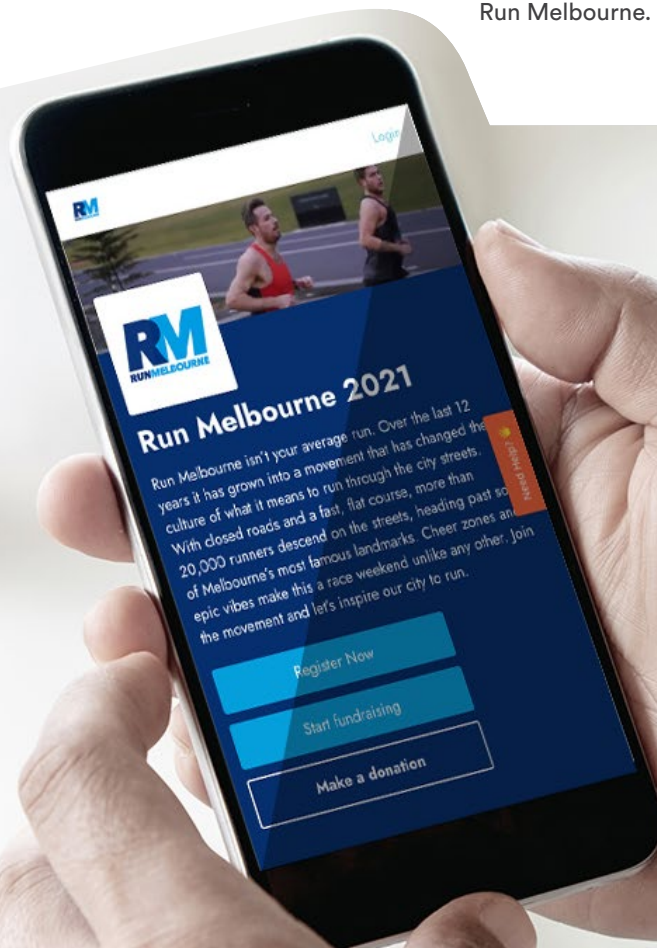
7 EASY STEPS TO RAISE $1,000

If you're new to fundraising or aren't quite sure where to begin, here are some tips to help get you started on your fundraising journey.

Remember, set your goals high! It doesn't matter if you don't quite get there, every little bit helps. Below are six simple steps to raising $1,000 to help get you on your way to achieving your fundraising goals.

1. **DONATE TO YOURSELF** – If you're asking your friends, family, and associates to contribute to your fundraising efforts, donating to yourself first will prove your commitment to them, and demonstrate your dedication to the cause.

2. **ASK FAMILY MEMBERS TO DONATE** – Ask four (or more) of your close family members to donate $50 each.

3. **ASK EXTENDED FAMILY/FRIENDS TO DONATE** – Ask 16 of your extended family/friends to give $25 to your chosen charity.

4. **ASK YOUR WORKMATES** – Ask 5 workmates to donate $20 each, or your boss for a company contribution.

5. **ASK YOUR SPORTS TEAM/COMMUNITY GROUP** – Ask them to donate $10 each in support of your run.

6. **RUN A GARAGE SALE/BOOK SALE/BAKE SALE** – This is a great way to promote what you're doing, your reasons for running and get some donations while you're doing it.

7. **IF SOMEONE CAN'T DONATE, ASK THEM TO SHARE YOUR PAGE INSTEAD** – Asking people to share your page with their own network is an excellent way to grow awareness of your fundraising efforts.

WHY NOT ADD ONE MORE STEP AND RAISE ANOTHER $500! HARNESS SOCIAL MEDIA

Update your Facebook status or send out a tweet to let all your friends and associates know what you're doing. Ask 20 of your friends to donate $25 each.
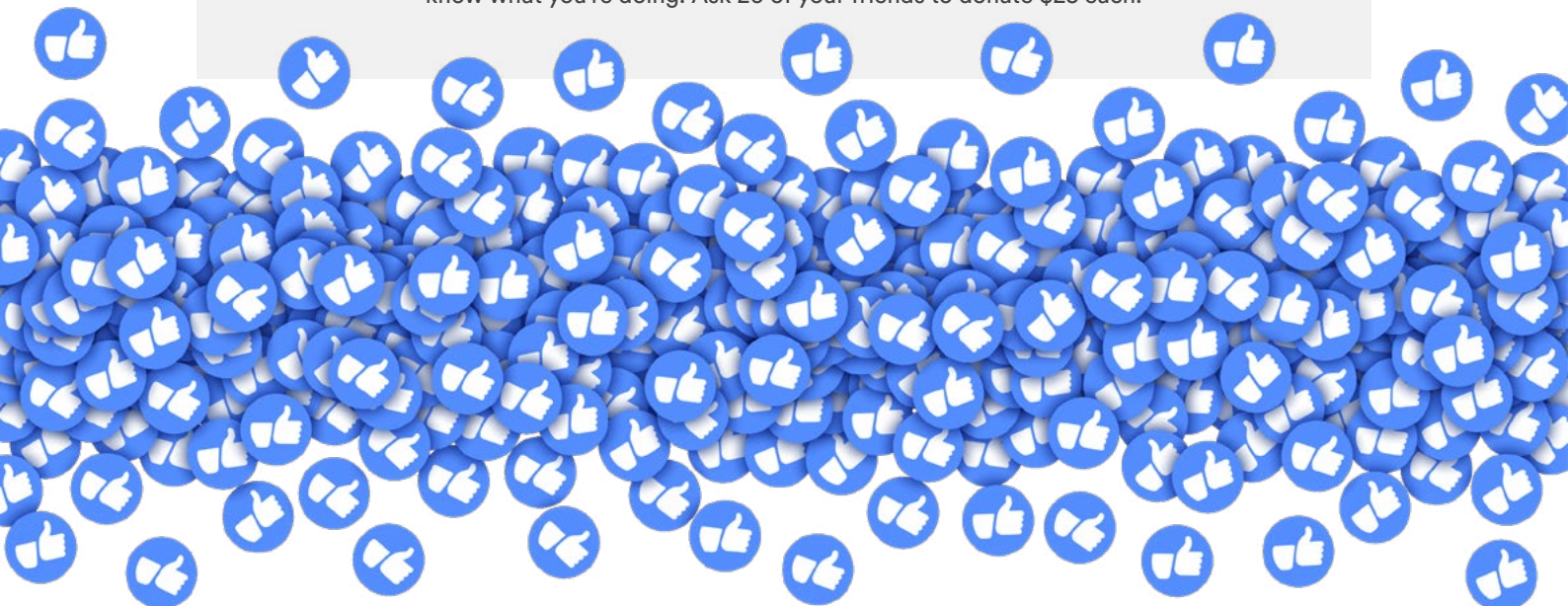
SOCIAL MEDIA FUNDRAISING TIPS:

Social Media provides some great platforms and resources to help spread the word about your fundraising efforts far and wide, particularly Facebook and Instagram.

HERE ARE OUR TOP TIPS TO HELP YOU MAKE THE MOST OF YOUR SOCIAL MEDIA:

- **BE ACTIVE** – log your training workouts on Strava, your Fitbit or MapMyFitness. Our research shows that fundraisers who connect and share their training raise more than those who don't! If you share your training publicly through the apps, they will appear automatically on your fundraising timeline.

- **BE PERSONAL** – consider not only broadcasting your efforts to all of your followers/friends but targeting individuals on a more personal level, through private message. Facebook, Twitter and Instagram include personal message functionality which you can use for this purpose. People are more likely to respond to a more personal request, than one that is broadcast to everyone.

- **BE YOURSELF** – ensure that the tone you use in your messages is always genuine, authentic and sounds like you! Your friends and family know who you are, and they are more likely to respond to a post or tweet that sounds like you, than something that sounds too formal or overwritten.

- **SHARE YOUR STORY** – If you're approaching your fundraising for very personal reasons, don't be shy about letting people know. Stay true to yourself and what you love, and your supporters will see your genuine passion for your cause.

- **BE ENGAGING** – Your personal journey towards Run Melbourne is what will drive people to donate, so the more information you can give them about your charity, why you chose them and why you are passionate about the cause, the more likely people will be to donate to you and your efforts.

- **UPDATE YOUR PROGRESS** – Include information in your status updates and posts about why you have chosen your charity and how donations will help and be used. If you don't know this information, check your charity's website, or give them a call and ask them to send you some information and statistics.

- **MIX IT UP** – If you have multiple social media accounts, post different imagery and messaging across them to keep your followers and friends engaged and excited about your fundraising journey.

- **SAY THANK YOU** – Whenever you update your friends and followers about your training and where you're at with your fundraising journey, make sure to thank those who have already contributed. Including a final post after Run Melbourne thanking your supporters and letting them know how you went is also a great way to get those last-minute donations.
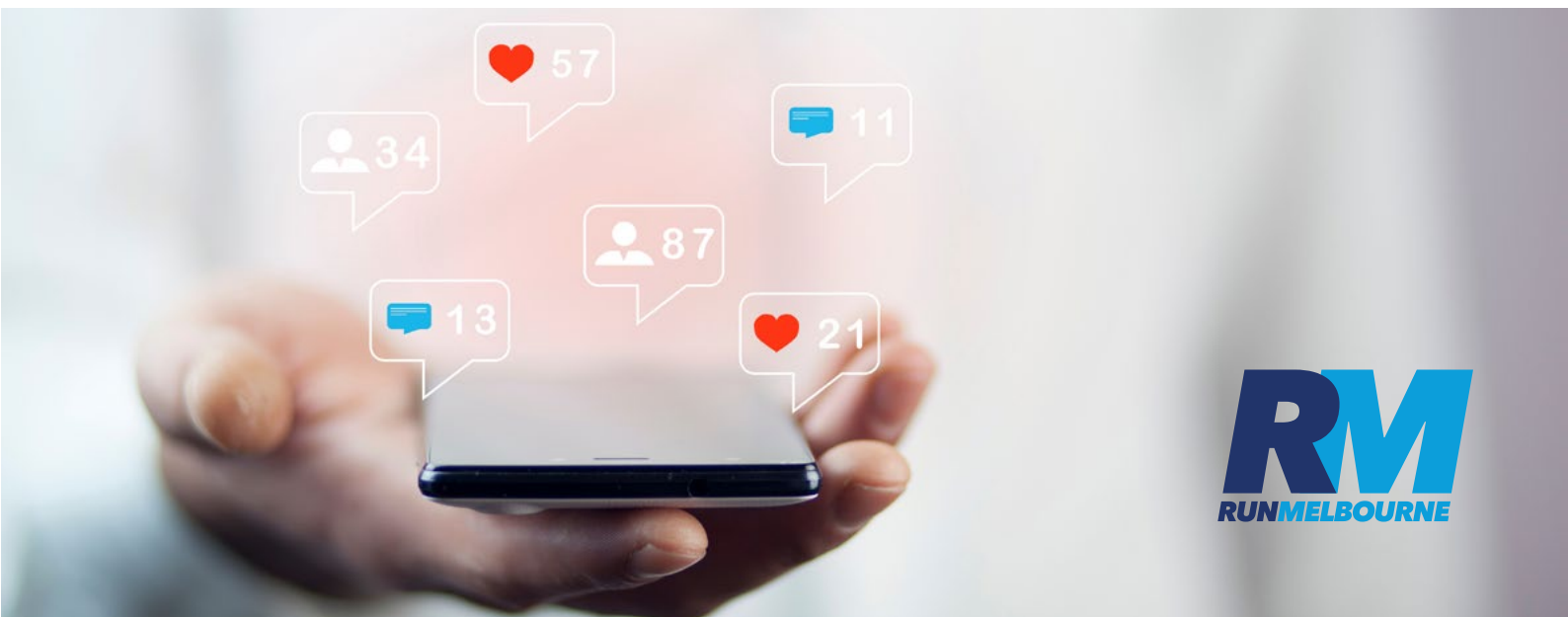
SOCIAL MEDIA TEMPLATES:

Social Media is going to be your best resource for asking for donations. If you've read the tips above but are still unsure of how to approach writing your Social Media posts – use one of our templates below to get started.

Don't forget to rework a template if it doesn't sound like something you'd write – you want your posts to be personal and sound like you.

1. Hi friends! I've decided to run the *[INSERT DISTANCE]* at @RunMelbourne this July. I'm running for *[INSERT REASON]*. Please help make my K's make a difference by contributing to my goal of *[INSERT GOAL]*. Every donation, no matter how small, is very appreciated. Please follow the link to donate: *[INSERT LINK]*.

2. This July I'm running for *[INSERT CHARITY]* at @RunMelbourne to help raise funds for *[INSERT WHAT FUNDS ARE USED FOR]*. If you'd like to help my footsteps create change and support me on my fundraising journey you can donate here: *[INSERT LINK]*.

3. With only *[INSERT DAYS/MONTHS]* to go until I lace up for the *[INSERT DISTANCE]* at @RunMelbourne on Sunday, 28 July, I'm asking for your help to reach my fundraising goal of *[INSERT GOAL]*. Every donation helps to make a difference. Donate here: *[INSERT LINK]*.

4. I did it! I completed the *[INSERT DISTANCE]* at @RunMelbourne today. Thank you to each and every one of you who have supported me along the way – my family, my friends, my workmates – you have helped me reach my fundraising goals. With your help, I was able to reach a total of *[INSERT TOTAL]* for *[INSERT CHARITY]*! If you haven't donated yet and would like to, there's still time. Donate here: *[INSERT LINK]*.

OTHER TIPS:

- If you have **Instagram**, Instagram Stories is a great way to document your training and remind your followers of the cause you're running for.

- If you want to create your own graphic designs for social media posts, **Canva** is a great, free platform, and will help give your content a professional touch.

- If you'd like to use some **Run Melbourne imagery** and/ or a Run Melbourne poster to promote your fundraising cause, you can download them from our **Google Drive folder here.**

SMS TEMPLATES

Even though Social Media is massive, SMS is another great way to let your contacts know about your fundraising efforts. You can choose to personalise your message or send a group text. Be mindful with the number of messages you send via SMS, these should only be used as updates and simple reminders.

1. Hey there! I wanted to let you know I've signed up for the *[INSERT DISTANCE]* at Run Melbourne this July to raise funds for *[INSERT CHARITY]*. If you'd like to donate or follow my training journey just follow this link: *[INSERT LINK]* Thanks, *[INSERT NAME]*.

2. Hey *[INSERT NAME]*, just an update on my Run Melbourne training – I've already run *[INSERT K'S]* in training for the big day. I'd love if you could give $10 to my favourite charity *[INSERT CHARITY]* to help me reach my goal of *[INSERT GOAL]*. It only takes a minute to donate: *[INSERT LINK]*. Thanks so much, *[INSERT NAME]*.

3. Hi *[INSERT NAME]*, I can't believe the big race is already tomorrow! I'm taking on the *[INSERT DISTANCE]* to raise funds for *[INSERT CHARITY]*. I'm asking for your help to give my training some meaning – any donation big or small is appreciated! You can donate here: *[INSERT LINK]*.

4. *[INSERT NAME]*, I'm an official Run Melbourne 2021 *[INSERT DISTANCE]* finisher! I laced up, braced the cold Melbourne winter mornings and the 5am wake-up calls and have raised a total of *[INSERT $ AMOUNT]* so far for *[INSERT CHARITY]*! There's still time if you'd like to donate – everything counts. Donate here: *[INSERT LINK]*.

OTHER TIPS:

- Don't forget the use of emjoi's or GIFs in your text messages – this will help to make your SMS' more engaging.

- It's a good idea to remind your friends/family that donating only takes a minute – a lot of people are time poor, so it's great to let them know how easy it really is!

- If you're sending SMS' individually to personalise them – make sure to double check you have inserted the right name in your SMS. These small touches go a long way.

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EMAIL TEMPLATES

1. Hi *[INSERT NAME]*,

I've just signed up to run the *[INSERT DISTANCE]* at Run Melbourne on Sunday, 25 July to raise funds for a charity close to my heart.

I'll be hitting the pavement, following my training program and staying on track by raising funds for *[INSERT CHARITY]*.

The *[INSERT CHARITY]*. is important to me and my family because *[INSERT REASON]*.

If you'd like to help me reach my fundraising goal of *[INSERT GOAL]*, you can **donate here**.

Every donation helps and I would be so grateful for your contribution. Please help make my footsteps create a difference.

Thanks again,

[INSERT NAME].

2. Hi *[NAME]*,

I wanted to update you on my training for the *[INSERT DISTANCE]* at Run Melbourne that's taking place this July. Already, I've run *[INSERT K'S]* with the motivation that I'm helping raise much-needed funds for *[INSERT CHARITY]*.

I'm passionate about *[INSERT CHARITY]* because *[INSERT REASON]*.

My goal is to raise a total of *[INSERT GOAL]* and I was hoping you could help me reach it. Any donation you make – big or small will go a long way to help those who need it.

You can donate via my **fundraising page here**.

Thanks,

[INSERT NAME].

OTHER TIPS:

- Hyperlink your fundraising link in the sections that are blue – this will stop you from clogging up your messaging with oversized links that look spammy or too long.

- Hyperlink back to the Run Melbourne webpage or your charity so your friends/family can learn more about the event and where their money will be going.

- Attach an image of yourself in training or even crossing the finish line at Run Melbourne!

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FUNDRAISING IDEAS

It can be hard to come up with new and unique ways to reach your fundraising goals.
Here are some ideas below to help get your donations on track:

- Run a bake sale.

- Host an event – this could vary from a trivia night to a karaoke night.

- Raise awareness on what your charity does through your social media platforms.

- Offer up a skill – can you dance or maybe you're great at drawing? You could teach a dance class for $10pp or draw a picture for every donation you receive.

- Start a chocolate drive within your office or sports club.

- Dollar match – you could ask your workplace to dollar match the donations you receive.

- Have a silent auction or raffle.

- Contact local businesses – you never know, someone in your local area may be touched by your story and want to help!

- Challenge yourself to create interest – give up something you love (coffee or sweets) and ask your friends to donate $1 for every day you last!

- The power of word-of-mouth never goes astray – ask your friends and family to share your fundraising page.

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10 Fundraising Tips

1. Start off by setting a fundraising goal that you are comfortable with. You can always increase it later on!

2. Share your page widely and frequently - our top fundraisers share their page multiple times so don't be shy.

3. Donate the value of your weekly coffees to kick start your fundraising.

4. Connect your fitness app and set a training goal. Make sure to share your progress with your supporters, they will love to hear about how you are going.

5. Let your workplace know about your fundraising challenge. Your colleagues will be keen to support you and your workplace might have a matched giving program.

6. Talk about your WHY. Why are you fundraising for your chosen charity? Check out their website to find key stats and information you can share with your donors.

7. Try sharing on all of your social media platforms, not just Facebook. Instagram (via your bio), LinkedIn, WhatsApp and Twitter are all good options.

8. Post plenty of updates on your fundraising page. You can post images, text and fitness updates directly to your page and choose to notify your donors. This will help them feel more engaged with your fundraising journey.

9. Consider running an in-person fundraiser (whilst being COVID safe of course!). Sausage sizzles, bakes sales and trivia nights are great ways to get your community together and raise funds!

10. Make sure to share on event day. Most donations are made in the last week before your event so make sure you are sharing key details like your event day outfit, finishing time and of course, your post race selfie!

Linking fitness to your page

Adding your Strava or Fitbit account to your Grassrootz fundraising page is very quick and easy.

First, login to your page here: https://account.grassrootz.com/login

Next, select the page you'd like to connect fitness to by clicking 'view page'.

On your page, click 'manage fitness app' and then 'link fitness platform'.

Then choose which app you'd like to connect and follow the steps from there.

Feel free to email us at support@grassrootz.com if you have any troubles!