

Tips To Promote Your Online Fundraising Project Page



1. Make Use of All Your Contacts & Ask Them To Pass On

When you send out your appeal for donations towards your online fundraising page, make **use of all your email contacts and social networking contacts** – but don't stop there, ask these contacts to **pass your request on** to their contacts to broaden your potential donor base – even use **contacts within your community** (your karate instructor – he can share with his students, etc)

2. Be Direct

If you are appealing for donations through Facebook, for example, don't just put your appeal in your Newsfeed, INBOX your friends! **It is much easier to ignore something in the newsfeed than a personal message...** - if you are shaving your head or building up towards some kind of action, create some hype by **creating an event on Facebook and inviting your friends** – include the link to your fundraising page of course!

3. Make Your Appeal For Support Stand Out – What is Your Story?

Potential donors need to know they are supporting **a worthy cause**, but they also will be moved to action by **your personal reasons for raising funds** – why has this cause touched you so deeply that you wish to raise funds for it? Are you doing this in memory of a loved one lost to cancer or in solidarity with someone who has cancer now? What is this organisation that you are raising funds for doing to improve matters? How will funds you raise help make a difference?

4. Promote Updates to Your Project A Few Times Per Week

Posted a few new comments? Received a few new donations? Posted new links, pics or a video? Posted re your project's progress? Posted a "Did You Know?" fact? **Use this as an opportunity to send out the URL to your project page again** to all your contacts and ask them to pass it on...

5. Your Comment Box on Your Project Should be Used as a Blog

Update supporters regularly on how you are feeling or what you have been experiencing during this fundraising effort – what motivates you, what do you need your supporters to do, thank people who have made donations or made inspiring

comments, etc. Direct them to links on the CANSA website at www.cansa.org.za so that they can learn more about CANSA's holistic care & support to those affected by cancer.

6. Make It Easy – Make Your URL Available

Include your URL to your fundraising page **on everything online** that is available to you – e.g. as a footer in your emails, on your social networks, etc. – your project will then be just a click away from a potential donor!

7. Be Inspired - Have a look at a few online fundraising activists who got it right:

- [Christy Strever](#) – **CANSA Shavathon 2014** – *individual* raised R13 130 online & additional R15 370 off-line. [Christy received a prize for promoting her project so effectively on online platforms & via print media...](#)
- [Vicky Hyland](#) – **CANSA Shavathon 2012** – *community* raised R58 000

Other Resources:

Not sure what to write or post in your comment box?

THINK AGAIN!

Use the info below to post links re CANSA and create some hype for your fundraising project.

- [How Funds Raised by CANSA are Used to Fight Cancer](#)
- [About CANSA's Unique Role & Service Delivery](#)
- [About CANSA's Care Service](#)
- [About CANSA's Early Detection & Screening Campaigns](#)
- [Be a SunSmart Athlete](#)
- [Live a Balanced Lifestyle](#)
- [Quit smoking with Sergeant Kickbutt!](#)
- [Men's Health](#)
- [Women's Health](#)
- [Contact details for CANSA's Cancer Care Centres](#)
- [Share CANSA's CancerCare Coping Kit Audioprogramme](#) with those who have recently been diagnosed with cancer & their loved ones
- [Share resources for cancer Survivors & their loved ones](#)
- [Promote our Facebook group for cancer Survivors \(anyone who has heard the words 'you have cancer'\)](#)
- [Support for Youth, Teens & their families who are affected by cancer](#)
- [About CANSA Active "Feel Good Fun" Events](#)

BEST OF LUCK and THANK YOU for supporting CANSA
and the fight against cancer.

