



**RED  
SHIELD  
APPEAL**

**LEAVE NO ONE  
IN NEED**

**DO THE DIGITAL DOORKNOCK**

# Tips & Tricks for Fundraising



# Welcome aboard!

## Congratulations on signing up to fundraise for the Digital Doorknock.

You are the essential service Australia needs right now. The COVID-19 crisis is having a devastating effect on all our lives. But for some people the impact is being felt worst of all. Financial hardship, isolation and domestic violence cases have all increased at alarming levels. That's why this year's Red Shield Appeal is so vital. We must raise more money in the coming weeks than we ever have before. Together, let's ensure we leave no one in need.

### What your fundraising supports:

	Family welfare assistance		Drug and alcohol rehabilitation
	Refuge for women and children in crisis		Employment services and training programs
	Homeless shelters		Rural and outback chaplains
	Youth drop-in centres and support programs		Court and prison chaplains
	Emergency and disaster relief		Chaplains to emergency service personnel

Along with this document you will also receive emails to guide you on your fundraising journey.

What's next?

Follow the Tips and Tricks in this document to boost your fundraising efforts.

It's often hard to ask people for money, but remember you're not asking for yourself. You're a Digital Doorknocker and you're helping Australians in need.

Let's get started...

# 8 steps to successful fundraising

## Strong content!

Stand out from the crowd. Add your own text and profile picture. Having a photo and personalising your profile ensures donors and supporters know who they are donating to and helps connect them to you and the cause.

## Inspiration inspires

Tell your story! Customise your page to be personal and compelling. State your reason for supporting the Salvos to leave no one in need. What inspired you could inspire them! Your networks will be interested in why this cause matters to you, try to communicate your motivation for raising these vital funds.

## Set an ambitious fundraising goal!

The average fundraiser collects \$500. But you're more than average – aim higher! If only 10 of your contacts who are able to, give \$50 each, raising \$500 will be easily achievable. This can help people in danger get off the streets into safe emergency accommodation.

You will be amazed by people's generosity to help those in need. The higher your fundraising goal the more inclined people are to show their support.

## Make the first donation!

If you are able to, kick start your fundraising with a self donation. This will encourage others to see your commitment to the cause and get involved. Sponsoring yourself sets the bar for what others could give. On average, this results in 120 per cent more donations.

## Direct ask!

It can be intimidating, but directly asking your connections to donate is the most effective way to raise funds. Start by reaching out to your 10 closest contacts (the ones most likely to donate). Request their support via phone, messenger, email, in person, SMS etc. Remember, you're not asking for yourself – you're supporting people in need. Once you have a good foundation of donations, wider circles of networks will be more likely to get on board.

## Get social!

Ask for donations on your social pages by telling your family, friends and networks that you've joined the Digital Doorknock. You can also request your supporters to fundraise with you and to share your page to their wider networks.

Fundraising pages that receive at least one donation within 48 hours tend to raise more money.

## Let people know the difference their donation makes:

Explain why you requesting donations to help the Salvos. Give examples of how the funds can be used to change people's lives and leave no one in need:

- \$35 can help a child at risk with an after school program
- \$60 can help provide a food hamper for a family in need
- \$125 can help provide emergency accommodation for a person in crisis
- 200 can help provide essential items for someone fleeing a crisis
- \$300 can help provide two weeks rent for a disadvantaged person
- \$500 can help four people overcome hardship by providing money management and casework

## Express gratitude!

The most successful fundraisers will share regular updates on their fundraising page and social media. As more of your network gets behind you, be sure to thank them publicly and continue to share progress towards your goal. These updates will keep your supporters engaged and invested in your success.

# Donate your savings

Giving things up to raise money. It's a simple idea - and it works! Think about all the things you're currently not spending on - you and your networks can convert these savings into donations. It's all in the math! We've come up with a few but there's plenty more.

\$5 saved on a coffee each day x 5 days per week = \$25

**\$25 can provide a blanket for a person out in the cold**



\$35 saved on a visit to the movies

**\$35 can help a child at risk attend an after school program**



\$60 saved on fuel to and from work for the week

**\$60 can provide a food hamper to a struggling family**



\$70 saved on a meal at a restaurant

**\$70 can supply coffee, tea, juice and biscuits for an outreach van weekly**



\$80 saved per month (\$20 a week) on gym membership

**\$80 can contribute to one casework support session**



\$120 saved on non-essential shopping

**\$120 can provide healthy food and clean water to people experiencing homelessness**



\$150 saved on public transport for 3 weeks

**\$150 will provide one week's rent for a disadvantaged young person**



# Team goals and targets

## TEAM OF 5



Get 4 of your friends to join your team



You each set a personal goal to raise \$300 – this equals \$1500!



\$1500 can help a household affected by disaster replace essential items

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## TEAM OF 10



Get 9 of your friends to join your team.



You each set a personal goal to raise \$175 – this equals \$1750!



\$1750 can provide a week of emergency accommodation and support for two people fleeing a crisis. This makes a huge impact.

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## TEAM OF 30



Get 5 of your friends to join your team.  
Each of you recruit 5 more people to join your team.



You each set a personal goal to raise \$250.  
That equals 30 people and \$7500 raised!



\$7500 can help provide a full year of psychological care for three people that cannot access Medicare.

# FUN interactive ideas

## Call / messaging night

Set a date and time in your calendar e.g 1 hour Sunday night

Set a target that you want to achieve



Example

- Call or message 10 people or 10 people each if you're in a team
- Secure 5 donations to your page

If you can do this at the same time as your team, you can support and motivate each other on your mission to leave no one in need!

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## Add an interesting challenge

Encourage your network to donate by negotiating a challenge that forces you out of your comfort zone!



For example:

- Film yourself completing the challenge and share with everyone. You could also have a friend complete the challenge with you. It's a fun and interactive experience for everyone!

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## Dollar matching

If you're in a financial position to do so, you could offer to match donations dollar for dollar or contribute a percentage of the amount raised.



For example

- If you raise \$1000 you could match it or pledge that for every \$1000 you'll add another \$100.

**Note: Make sure your rules are clear so everyone understands what you're doing but also make it FUN! This is meant to be entertaining and encourage interaction. Remember why you're doing this!**

# Scripts - Direct Asks

Post on social media, but don't forget to directly ask those in your network to support you in the Digital Doorknock! Direct 'asks' are really important. You can email, call on the phone or message. Many people may want to donate to you, but could miss that recent Facebook post! Here are a few ideas of things to write to your networks, family and friends.

## Email

### **Choose a subject line that makes it personal:**

My online fundraiser for the Salvos - Join me in the Digital Doorknock

Help me support the Salvos during this crisis - Join me in the Digital Doorknock

Hi [name],

I wanted to let you know about a really important fundraising goal I have at the moment for the Salvos. I am supporting them through their Digital Doorknock campaign, raising funds for those in need throughout Australia.

*[put your personal link here!]*

Under normal circumstances, The Salvation Army would be collecting in the community as part of their annual Red Shield Appeal. This year they can't due to COVID-19. Despite the significant challenges we now face, it is essential that they continue to meet both the existing and emerging needs of those most vulnerable in our communities. I am doing this because the Salvos are on the frontline during this crisis. For Australians who were already experiencing homelessness, unemployment, hardship and domestic violence, their situations have become even more extreme. Others have unexpectedly lost their livelihoods and are turning to The Salvation Army for the very first time.

*[if you have a personal connection to the Salvos make sure you add that here!]*

Will you join me in supporting their work? You can either donate if you are able, or join me in fundraising as part of my team. Here is the link to my fundraising page *[put your personal link here!]*. Let me know if you have any questions I can help answer. Coming together at this time for Aussies in need feels like the right thing to do and I would really love your help.

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## Phone Call

I'm not sure if you've seen any of my recent posts on social media but I have just started a fundraising page for the Salvos. I was wondering if you would want to donate to my page to help raise money for Australians in need?

With everything that is going on at the moment, I am feeling called to support and give back. Fundraising for the Salvos helps to directly support services that look after at-risk young people with education and training. The Salvos also help people find freedom from addiction, women and children fleeing crisis, those experiencing homelessness to find stable accommodation, and support recovery when natural disasters strike.

My goal is to raise [\$\$\$] and I was hoping you would be willing to help me do this? If you're in a position to do so, I would love for you to donate or start your own fundraising page? I can either share the link with you now and we can walk through it together or I can send it to you after this call via text or email.

Thank you so much. I wouldn't be able to achieve my goal without you.



## Scripts - Direct Asks (continued)

### Shorter- text or Messenger

Hi (name)

You might have seen that I am fundraising for the Salvos Digital Doorknock! They are on the frontline during this crisis, continuing to help the disadvantaged as well as those who have been recently affected by the pandemic.

The funds collected during the Red Shield Appeal go directly to services that will be vital in helping Aussies get back on their feet. If you could head to my link [\[insert link\]](#) and either donate or join to fundraise it would mean a lot to me.

Thank you for helping us  
leave no one in need



**DIGITAL  
DOOR  
KNOCK  
2020**

