

FUNDRAISING 101

2024



Prostate Cancer
Foundation NZ

Te Kāhui Mate Pukupuku Repe Tātea o Aotearoa Manatōpū

0800-477-678
fundraising@prostate.org.nz
fundraise4prostate.org.nz



WHO MIGHT DONATE?

If you're unsure where to start with your fundraising journey, here are some potential target groups.

COMMUNITY



- Book clubs
- Bowling clubs
- Cafes
- Council
- Church
- Dance groups
- Doctors
- ECE Centre
- Football club
- Library
- Local businesses
- Markets
- Pubs
- School
- Supermarkets
- Theatre groups
- Uni's
- Volunteer groups

GO-TO

- Cousins
- Friends
- Grandparents
- Neighbours
- In-laws
- Oversees family
- Partner
- Parents
- Siblings
- Sports teams
- Uncles/Aunts
- Work colleagues



OUT THE BOX

- Afterschool care
- Accountant
- Beauty therapist
- Babysitter
- Buisness partner
- Councilor
- Dentist
- Gym
- Hair dresser
- Personal trainer
- Social media
- Vet



6 STEPS TO ASKING

for donations

1. Ask your audience

Really think about who you're asking and how best to communicate with them (Phone, Email, Social Media etc).



2. Guide them to an amount

Let them know what you are aiming to raise and suggest a range of possible donation prices.

3. Know your cause

People will see how passionate you are about what you're fundraising for, tell them what you're doing and why its important.

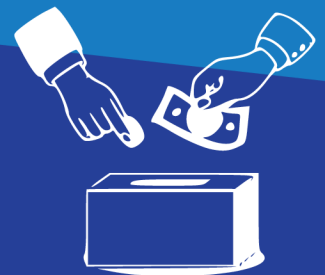


4. Keep it simple

Make your donation page easily accessible. Try sharing your link as much as possible.

5. Tell them what impact they can have

Give an example of what their donation will go towards. They can find this at <https://prostate.org.nz/ways-to-give/>.



6. Reminders

Often people intend to donate but life gets in the way. A gentle and respectful reminder will go a long way.

OUR RESOURCES FOR YOU

PROMOTE



WEB BANNERS



EMAIL SIGNATURES



POSTERS



ZOOM BACKGROUND



BUNTING



SOCIAL TILES

More found under Fundraising Resources www.blueseptember.org.nz

TIPS & TRICKS



WORKPLACE FUNDRAISING IDEAS



A- Z IDEAS



HOW TO: GET DONATIONS