

FUNDRAISING TIPS

What can help?

Read our tips and let us know if you need any help. We would love to hear from you at info@kissgoodbyetomsglobal.org



Ask

Your friends and family can't support you unless they know that you are fundraising. Some great ways to share are;

- **Social Media** – A few words about what you are doing and a picture will show your commitment to the cause (and don't forget to use our hashtag #KissGoodbyeToMS)
- **Email** – A quick email to friends and colleagues is a great way to let them know that you will be fundraising for Kiss Goodbye to MS.



Share the reason

Sharing where your donations go and why it is close to your heart will help your fundraising. Make it as honest and personal as feels comfortable, and also tell people that The Kiss Goodbye to MS campaign is accelerating research into MS, which is going to change people's lives!



Ask again

People often mean to donate and simply forget. Don't be afraid to remind people. If you asked them once and they haven't donated – ask again, they may have just forgotten.



Every dollar counts

When you're asking for donations let people know that every dollar counts! A donation of \$10 can go a long way to reaching your target.



Share the journey

Let supporters know why you are supporting Kiss Goodbye to MS. Updating your fundraising page with pictures, comments and news will help people see how passionate you are. You could also share your updates on social media. For example, are you planning a neighbourhood barbecue or winter sea swim (depending on your location and climate!)? Great! Post a photo of you and your team cooking up recipes or training.



Thank supporters

Let them know their donation has been noticed and appreciated – a quick thank you note can mean a lot to people.