



CEO
DARE TO
CURE



Our fundraising top tips

Not sure how to kick-start your CEO Dare to Cure fundraising?
Here are our top tips to help you get started.

Personalise your fundraising page

Personalisation is key. Log into your CEO Dare to Cure fundraising page and add a profile picture and a personal summary that explains why you are doing CEO Dare to Cure 2021. A personal message is much more powerful than something generic and is much more likely to drive people to donate.

Back yourself first

Go onto your personal fundraising page and make a donation to yourself to set the benchmark for others. When you show others how much you believe in curing childhood cancer, they often follow suit and match your donation.

Promote via social media

Use your professional and personal networks to promote your participation and encourage donations. LinkedIn, Twitter, Facebook and Instagram can all help in getting your message out there. Direct traffic to your fundraising page by adding a link on your company's website or staff intranet.

Emails are key

Emails are the most effective way of prompting people to donate. Don't forget to BCC and communicate with your colleagues, friends and families up to three times in the run-up to the event.

Maximise media opportunities

Advocate your participation through industry media – a great way to raise awareness of your company and why you're doing this. You could even donate a percentage of sales to the event which is likely to attract some positive media attention.

Say thank you to every single supporter

Sounds obvious but thanking those who are supporting and sponsoring you is key. If you're able to personally thank every single person who donates this shows how much you care. They are also more likely to support you in the future. You can do this by logging in to your fundraising page and post a thank you message.

Your Donation Pitch

Need help convincing people to donate? Here's some key selling points.

Children's Cancer Institute is the only independent medical research institute in Australia wholly dedicated to childhood cancer. Our role is vital because each week in Australia, 20 children will be diagnosed with cancer and despite great progress, cancer still kills more children than any other disease.

The importance of medical research

Our organisation exists solely to put an end to childhood cancer. We don't just hope to do it. We will do it. And we are making great strides. Sixty years ago, cancer was nearly always a death sentence for a child. Now eight out of 10 children survive. What made that huge difference? Medical research. Our task won't be easy – childhood cancer is hugely complex – but we're confident that with the brightest brains, the best facilities and the greatest determination, we will get the job done. It's not if. It's when.

- Bonus tip -

Visit the Fundraising Resources section of the Dare to Cure website (ceodaretocure.org.au) to download a full suite of fundraising assets.