



TOP 10 FUNDRAISING TIPS

Need some inspiration on how to kick-start your fundraising for your Vinnies CEO Sleepout? These top 10 tips will help you maximise your reach, engage your network, and smash your fundraising goal.

1 LEAD BY EXAMPLE

Your influence is powerful. Kick things off by making a self-donation to your own fundraising page. You'll set the bar, show you're committed to supporting those facing homelessness and encourage others to follow suit. From there, why not challenge your network to match or even exceed your donation? You'll be flying towards your goal in no time.

2 PERSONALISE YOUR PAGE

The more personal and heartfelt your page is, the more likely people are to donate. That's why it's important to log in to your dashboard and customise your fundraising page with a profile picture, a personal story or reflection, and regular updates on your progress. Why are you spending a night out in the cold to help tackle homelessness? Speak from the heart, and the donations will flow.

3 SHARE ON SOCIALS

Share your journey on LinkedIn, Instagram, Facebook, and X – wherever your network is most active. Post updates, behind-the-scenes content, and help educate your audience about the realities of homelessness leading up to your Sleepout. A 30-second video on LinkedIn or email will add a personal touch and can significantly boost engagement. More shares almost always lead to more donations, so get posting.

4 EMAIL WORKS WONDERS

Personalised emails are a powerful tool in securing donations. We've made it easy for you. Visit your Vinnies CEO Sleepout dashboard, where you'll find pre-written email templates ready to go. Pro tip: expand your reach by sending emails to your network—including board members, suppliers, and other key contacts. And don't forget to add a Vinnies CEO Sleepout signature to your email footer—you'll spread the word with every message you send.

5 MAKE DONATING EASY

Make it as easy as possible for people to give by sharing the link to your personal fundraising page anywhere and everywhere. Add it to your email signature, meeting invites, and LinkedIn profile. Share it in social media posts and pin it to the top of your feed. The goal is to remove any barriers to giving and make donating seamless.

6 PUT 'FUN' IN FUNDRAISING

Fundraising doesn't have to be all business. Get creative and make it easy for people to support you. Host a golf day, trivia night, or a casual dress day to bring in donations. If you're looking to bring your team together, offer a fun incentive like a pizza party for the team or department that raises the most funds or reaches a set goal. This will encourage friendly competition and team bonding while helping you hit your fundraising targets.

7 OFFER INCENTIVES

Does your company have products, services, or exclusive experiences on offer? Why not bundle them up into a unique prize pack, and raffle it off to staff, clients, and their family and friends. The more enticing the prize, the more likely your network will contribute. Get creative – use your company's resources to spark even more donations.

8 SET A MATCHING CHALLENGE

A great way to boost your fundraising is to match any donations dollar-for-dollar. Set it up so that for every dollar someone donates, it will be doubled – whether by you, your business, or a generous supporter in your network. This creates a sense of urgency and encourages others to contribute, knowing their donation will go that extra bit further. It's a win-win!

9 LEVERAGE YOUR BUSINESS

Consider dedicating a portion of your sales to the Vinnies CEO Sleepout or advocate for your participation through industry media. This can boost your sales, create positive PR, and build a strong connection between your company's values and the important cause of homelessness.

10 THANK YOUR SUPPORTERS

Once donations start rolling in, it's essential to show your appreciation. Send personalised thank you notes, shout out to your supporters on social media, and keep them updated on your progress. The more genuine and personal your thanks, the more connected your donors will feel – and that means they'll be likely to donate again.



BONUS TIP

The Vinnies CEO Sleepout website and your personal dashboard have tonnes of useful resources, guides, templates and graphics to help you boost your donations. Of course, innovation and creativity are always encouraged so don't be afraid to think outside the box. If you have any questions or need a hand, please reach out to your Vinnies Event Coordinator.

You can find their contact details here:
www.ceosleepout.org.au/contact

Remember: *the more you raise, the more life-changing support you'll help provide to Australians experiencing homelessness. Every dollar counts. So, follow these tips, get creative, and watch your fundraising tally soar!*