



## Your Vinnies CEO Sleepout

# FUNDRAISING TIPS

Scale your impact with this fundraising guide, featuring practical tips to help you leverage your network, grow support, and maximise your fundraising results.

### Get some quick wins

Fast actions you can take in minutes to build momentum.



#### 1 START WITH YOUR OWN CONTRIBUTION

Kick off your fundraising with a donation to your own page. When people see you leading the way, they're far more likely to support you. Your supporters are likely to give a similar amount to your own donation – so give generously if you can.



#### 2 SEND 5–10 PERSONALISED MESSAGES

Get the ball rolling by reaching out to 5-10 close contacts via LinkedIn, email or text. Simply visit your fundraising page, click 'Share My Page' and choose the platform you want to share to. A ready-made message will pop up that you can send to your contacts! It's a great way to unlock early support and build momentum.



#### 3 ADD YOUR FUNDRAISING LINK EVERYWHERE

Make it easy for people to donate by sharing your fundraising link widely - in your email signature, meeting invites and LinkedIn profile. Your link is available on your Vinnies CEO Sleepout dashboard.

### Shine on socials

Use your social profiles to build awareness and drive donations.



#### 1 POST REGULAR UPDATES ON SOCIAL MEDIA

Over a series of posts, share why you're taking part, what's involved, where the fundraising goes, when it's all happening, and how people can donate. Consider filming some of your updates.



#### 2 DON'T FORGET THE BIG NIGHT

A few posts on the day of the Vinnies CEO Sleepout – and throughout the night – are often the most effective for last minute donations! Sharing the reality of your experience will inspire others to support you.



#### 3 TAG AND THANK DONORS PUBLICLY

Received a generous donation from a business partner? Has a staff member chipped in? Post a message on your socials or internal channels and thank them. You'll soon find others following their lead.

## Leverage your workplace

Invite your organisation to step up as you lead the way.

**1 ASK YOUR COMPANY TO MATCH DONATIONS**



Invite your organisation to double every gift up to a certain dollar amount, or for a particular period of time. Matched giving doubles impact and encourages staff, partners and clients to contribute.

**2 DEDICATE A PORTION OF SALES OR SERVICES**



For an hour, day, or week, your business can choose a product or service and direct a percentage of revenue to your fundraising page.

**3 RALLY YOUR TEAM**



Invite other executives to join you at the Vinnies CEO Sleepout, ask your PA or EA to help coordinate your fundraising efforts, and encourage your staff and marketing team to help you get the message out. You're the one sleeping out, but fundraising can be a team effort!

## Lead the charge

When it comes to fundraising, the only limit is your imagination!

**1 CREATE A MOMENT OF URGENCY**



People are more likely to give when there's a clear reason to act now. Try a 24-hour giving sprint, a "next 10 donations" push, or a countdown to your next milestone to spark action.

**2 USE FRIENDLY COMPETITION**



Challenge another CEO Sleepout participant or team member to a light-hearted fundraising face-off. For example – see who can get ten \$50 donations first. The first to get there wins, and the other adds \$150 to the winner's fundraising total.

**3 INVITE SOMEONE ELSE TO LEAD THE CHARGE**



Ask a respected peer, board member, or industry contact to champion your fundraising for a day. A fresh voice sharing your page can extend your reach and spark new support.

## HERE TO SUPPORT YOU

Your local Vinnies CEO Sleepout Coordinator is available to assist with your fundraising ideas, resources, or any questions that you may have along the way. Please don't hesitate to reach out.

 [ceosleepout.org.au/contact](https://ceosleepout.org.au/contact)

