



Fundraising Tips

Ready to make every step count towards a violence-free future? We've wrapped up our top fundraising tips below, to help you reach your Darkness to Daylight target. Best of luck!

Personalise your page

- Add a personal description of why you're participating in Darkness to Daylight. You can also upload a profile picture, add additional images, and even start a blog!
- Donate to your own page. This will kickstart your fundraising goal and help people see that you're serious about making an impact that matters.

Ask for support

- Make a social media post – A few words about what you're doing, and a picture, will show your commitment to the cause. (Don't forget to use our hashtag #D2D to spread your message even further!)
- Send an email – A quick email to your contacts, including friends, family and colleagues, is a great way to let those around you know that you'll be fundraising for Darkness to Daylight.
- Send an SMS – A short message about what you're up to and why will help people get on board with your cause.
- Pick up the phone – Rally your troops and seek their support via a chat on the phone.



Share your why

- Talking about where donations go and why it's close to your heart will help boost your fundraising efforts.
- Darkness to Daylight is an initiative of Challenge DV whose mission is to empower workplaces and frontline services to end domestic and family violence in our communities – let people know who we are and what we do!

Ask again

- Don't be afraid to remind people. If you've asked them once and they haven't donated, don't be afraid to ask again; they may have missed your original message or simply forgotten.
- When you're asking for donations, let people know that every dollar counts! Every donation matters and even the smallest contribution can go a long way to reaching your target.

Share your journey

- Updating your fundraising page with pictures, comments and news as you prepare for Darkness to Daylight will help people see how passionate you are.
- You could also go one step further and share your updates on social media or via your page blog.

Thank your supporters

- Let anyone who has supported you know that their donation has been noticed and appreciated. A quick thank-you note can mean a lot to people and show that you're grateful for their generosity.