



AUSTRALIAN
MELANOMA
RESEARCH
FOUNDATION

FUNDRAISING TIPS

Thank you for fundraising for AMRF, where together we can change the future for those affected by melanoma, Australia's national cancer.

- First of all, set up your page. Include a picture of yourself to make it uniquely yours and include reasons why you are fundraising.
- Make the first donation yourself, then others will follow your lead.
- Ask your friends and family to support you via email, text or social media and remember to include the link to your fundraising page.
- Ask your work colleagues and your employer to support you as a valued employee! They may even join your team or match your fundraising efforts. Don't forget to let them know what you are fundraising for and if you can, open up about why the cause is so important to you.
- Thank your donors by responding to each new donation, and invite them to get involved by asking if they want to share their connection to the cause with their own photos or story. With their permission, include these on your social media page.
- Hey, it's growing! Remember you can boost your posts for a small investment and throw the net out to a wider audience, encouraging others to get involved and support you. Think about your sports club, gym or any other hobbies you have and connect with like-minded people.

How good does it feel to make a difference to someone you know or even someone you've never met? Your fundraising efforts will mean a brighter future for anyone on a melanoma journey. Thank you!