



## Thank you for your support!

By taking action and fundraising for The New Zealand Breast Cancer Foundation you are supporting the country's foremost breast cancer education and awareness organisation.

Money you raise will go towards promoting awareness of breast cancer, providing information and education, and supporting breast cancer related initiatives including research, scholarships, medical grants, community education and a breast cancer patient register.

Fundraising couldn't be simpler - here are some top tips for going that extra mile:

**1. Give your donors a reason to sponsor you**

The best fundraisers tell a really good story. Tell people your personal reasons why you're going to the trouble of raising money, and they're much more likely to take the time to donate. Explain why The New Zealand Breast Cancer Foundation deserves support and where the donation will go.

**2. Ask everyone**

Before you ask everyone you know, ask your closest friends and family to donate first. An empty page can be a bit intimidating, so having a couple of donations on the page should encourage other sponsors. People tend to match the amounts already listed on the page, so if they're generous ones, all the better!

**3. Be persistent**

It takes more than one ask to get people to give. You know what it's like - people mean to donate, but sometimes they don't quite get round to it on the first request. Remember to thank the people who've already supported you, and to ask them to put you in touch with their contacts. Research has suggested that asking 3 times is the magic number!

**4. Keep fundraising after your event**

Around 20% of donations come in after people finish their event. So keep fundraising once you've crossed the finish line - it's a good chance to provide an update and a final appeal.

Once you're finished don't forget to check your details are on the top of the sponsorship form and then pop the form in the post along with the cheque. If you would rather deposit the money directly into our bank account please call 0800 902 732 so we can set you up with a reference number first.

Thank you once again for fundraising for The New Zealand Breast Cancer Foundation; we truly appreciate your support.

Good Luck!

