

# FUNDRAISING TIPS TO HELP END YOUTH HOMELESSNESS

NO MATTER THE AMOUNT YOU RAISE, YOU'LL BE HELPING  
YOUNG VICTORIANS ACCESS SAFE, STABLE ACCOMMODATION  
AND SUPPORT TOWARDS LEADING POSITIVE, INDEPENDENT LIVES.



## Set a goal

Set yourself a fundraising target and invite your family and friends to help you reach it. Don't be afraid to aim high – after all, the more you can raise, the more young people you'll be supporting.



## Lead by example

Be the first to donate and others will follow!



## Ask your most generous supporters first

Make it a personal request by asking them in person, and send them the link to your fundraising page at the same time. Others following often base their donations on what has already been donated.



## Spread the word

Tell all your friends and family that you're going to ditch the comfort of your bed, to sleep in your car, outside in your backyard, or on your couch in support for 6,000 young people in Victoria with nowhere safe to sleep tonight.



## Ask everyone

Fill your friends' and workmates' Facebook and LinkedIn feeds and inboxes with selfies of you sleep in your backyard, car or couch! Post it on Instagram and Twitter too. Try getting a group pic and use the hashtag #SleepAtTheG



## Remind people

People are busy and might forget to donate even though they want to. Remind people of your goal every week – and don't forget to ask them to help you meet it!

## WORKPLACE TIPS

- 1 Ask your employer to support you by matching donations made by you and your colleagues
- 2 See if your company will choose MCM as a preferred charity partner
- 3 Reach out to your HR or CSR department and put them in touch with MCM's Corporate Partnerships Manager at [business@mcm.org.au](mailto:business@mcm.org.au)
- 4 Share pictures of your fundraising heroics – think about the good PR they'll get on their efforts to support MCM's work



Get sharing!

#SleepAtTheG



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