

Your ultimate fundraising guide



Running for
Premature Babies

Running for Premature Babies was established in 2007 by Sophie Smith after she and her late husband Ash lost their first-born triplet sons, Henry, Jasper and Evan, following an extremely premature birth at 24 weeks.

We are so proud to say that since 2007, over \$6 million has been raised, with thousands of people running for our cause.

We've provided lifesaving neonatal equipment to hospitals all over Australia in both metropolitan and rural and remote areas.



Over 8,000 babies born sick or premature have benefitted from our fundraising. But with 26,000 babies born prematurely in Australia every year, there's so much more to do.

This is where you can help. We've created this guide to help you kick start your fundraising, with information on how to get started, 7 tips to get you to \$1,000 and links to social media resources that will really help you out. Thank you and happy fundraising!



HOW TO GET STARTED

1. You can fundraise for us by joining us in a fun run or event, creating your own challenge, by donating a celebration, or creating a tribute page

3. Personalise your fundraising page, add a photo and your story to help others connect with your story.

5. And remember the funds are giving premature babies across Australia, a better chance of survival.

2. Create your fundraising page! Once you've registered for your event or chosen your fundraiser you'll be walked through how to create your fundraising page

4. Share your fundraising page to inspire donations, tell your family and friends about what you're doing!



MAKE YOUR FUNDRAISING PROFILE AMAZING



MAKE IT PERSONAL

People who personalise their fundraising page by adding a photo and telling people their story are more likely to receive donations. You can greet your family and friends with a personal message as soon as they arrive on your page and remember you can add updates to keep them engaged.



SET A TARGET

Keep yourself on track by setting a target. Setting a target helps you stay on track but also helps your donors see how far you have left to reach your target!



SHOW YOUR DONORS HOW THEIR MONEY WILL HELP

Let your donors know that their funds will be helping to provide lifesaving neonatal equipment to hospitals across Australia, and that they will help give premature babies a better chance of survival. Remind them that all donations over \$2 are tax deductible. You can find out more on our website.

7 SIMPLE WAYS TO REACH YOUR FUNDRAISING TARGET



Donate to yourself! Show your donors that you are serious about your challenge!



Ask your family members to donate. Ask 5 family members to donate \$25 each! It adds up quickly!



Ask 5 friends to donate \$25 each! You're already on \$250.



Ask your company if they do matched giving or if they can make a donation.



Host a games night, or an office morning tea etc. Ask everyone to donate \$20 each!



Share your challenge on your socials and ask people to donate.



If someone can't donate, ask them to share your story. You never know who it'll reach!

HOW TO WIN AT SOCIAL MEDIA FUNDRAISING

Social Media is a great place to fundraise. Although, it may feel daunting at first it can really help you smash your fundraising targets!



SHARE YOUR STORY

You're more likely to engage people by sharing your story.



SHARE YOUR PROCESS

Donors like knowing how you're going with your fundraising and training. Why not share your progress?



SAY THANK YOU

Let your donors know how thankful you are by creating a post to say thank you :)



TRY A TEMPLATE

Try posting one of the below templates to your socials or send one as a text! They'll make a big impact - we promise!

I'm not an athlete but I'm in training.
I'm not a doctor but I'm saving babies lives.
I'm running EVENT NAME and calling out for tax-deductible donations that will help purchase neonatal equipment which will save the lives of sick and premature babies. Please support me: [LINK TO YOUR EVENT](#).

Hey everyone! I'm running EVENT NAME to save the lives of sick and premature babies. All donations are tax deductible, and will go to life-saving neonatal equipment giving premature babies a better chance of survival. Please click this link to support me: [LINK TO YOUR EVENT](#). I'd really appreciate it.



THANK YOU!

Thank you for choosing to support and fundraise for Running for Premature Babies at your event.

You really are helping to make the world of difference to babies born sick and premature and their families.

RunningForPrematureBabies.com