



JPMorgan Chase Corporate Challenge®

Fundraising tips OCF Fundraising

- ♥ Make life as simple as possible for your supporters. The more complicated you make the process of donating, the less likely they are to support you. The easiest and most efficient way for you and your supporters is to create a Hero Page on OCF's fund-raising page for the 2008 JPMorgan Chase Corporate Challenge - www.everydayhero.com.au/event/jpmccc_sydney08.
- ♥ Don't procrastinate! Start fundraising well ahead of November 12th.
- ♥ Pass on the link to your Hero Page to as many family members, friends and work colleagues as you can.
- ♥ Don't be afraid to ask. You will be much admired for undertaking the ride and for your fund raising endeavours on behalf of OCF.
- ♥ Although this may surprise you, face to face requests for support are the most effective.
- ♥ Make good use of the recommended email format. Communicating via an email that includes the link to your Hero Page makes life easy for your supporters.
- ♥ Set the pace by making the first donation yourself.
- ♥ Remind your supporters that all donations of \$2 and over are tax deductible. They will receive a tax receipt from either OCF or through the Everyday Hero website depending on which way they make their donation.
- ♥ You may well work for a company that has a strong and proactive social responsibility program. If you do, it is not uncommon for a company to match any donations that you raise dollar for dollar.
- ♥ It pays to be humble. No matter the size of the donation be thankful. It all counts.
- ♥ Don't be afraid to get outside your comfort zone by being creative in your fundraising. Put on a fundraising night that you know your friends and family members will enjoy. It will make the giving process easier. Great examples are trivia nights, wine tasting, dinners and auctions.
- ♥ And always remember that you have a friend in OCF who will be more than happy to help you. Call us on 02 8394 7777.

Help OCF find a cure for childhood cancer

