



Ocsobor Fundraising Tips

A little imagination can go a long way

1. Yes I am a Legend! How do I let everyone know?
2. What else can I do?
3. How your workplace can get involved.

1. Yes I am a Legend! – how do I let everyone know?

Regularly communicate with your social network by providing updates on your efforts to keep them engaged. Remember to email your close network first because they are more likely to give you larger gifts (and encourage others to do so).

A newsletter or a blog is a good way to keep your friends, family and colleagues involved in what you are doing for Ocsobor.

Sections you can include:

- Photos
- What I did this week
- Current fundraising total and fundraising target and link to your Legends fundraising page

Remember: you are not only fundraising, you are also spreading awareness about Ocsobor and Life Education.

Forward to a friend!

Make the most of viral marketing and ask supporters to forward your email and let others know about your efforts.

SMS

Send an SMS message to people asking them to donate either in cash or via the website – always refer to your direct web page on Ocsobor.

Keep your Ocsobor page updated

Update your page on a regular basis, this will allow your sponsors to see how you are going sober in October. You can do this by changing your photo and editing your personal message on a weekly basis.

Email signature

Add the link of your fundraising page to your email signature so others can learn about your Ocsobor challenge.

Facebook

Mention your Ocsobor challenge on your Facebook account explaining that you are seeking sponsors - always refer to your direct web page on Ocsobor.



2. What more I can do?

Local/Community Newspaper

Write to your local newspaper in the form of a press release: remember journalists like to take experts, it is better to write in third person. Tell your story, why you wanted to get involved with Ocsober and of course remember to include your fundraising page link so you can receive donations!

Create a Flyer

You can use the same information as you have used for the email updates and simply print and stick them around your local area

Posters

Email the team @ Ocsober and you will be mailed some Ocsober posters you can stick around – team@ocsober.com.au

Donations instead of Gifts:

If your birthday is coming up in or around Ocsober just tell your friends/ family member "no presents please donate to Ocsober" and add your fundraising page link.



3. How your workplace can get involved.

Dollar Matching

Go to your employer or HR manager in person and request that they dollar match what you raise. Why not offer to display their company logo on your fundraising page?

Posters/Flyers

Put posters up around the office, letting people see what you are doing and let them know how they can support you during Ocsober.

BBQ Fundraiser

This is a great way for your employer to see how your actions contribute to your work team and would incline your workplace to show further support.

Work Newsletter

Similar to writing to your local newspapers, write to those who run the newsletters for work. Please contact the team@ocsober.com.au for story ideas.



FOR A SAFER, SMARTER LIFE.

IMPORTANT Don't forget to thank everyone that supports you during Ocsober!