



FUNDRAISING TIPS FOR WORKPLACES

DIVIDE AND CONQUER

Encourage the formation of two or more teams within your workplace to participate in Walk for WAGEC. Set up a friendly competition between the teams to see who can raise the most funds. A little in-house rivalry never hurt anyone!

TRACK YOUR TARGETS

Establish weekly fundraising targets for each team and track them each week. To really get your colleagues motivated, try offering incentives or rewards for the team that exceeds their goal each week.

SHARE YOUR WHY

Personalise your fundraising efforts by sharing your story with colleagues. Why are you Walking for WAGEC? It could be that one in six women in the Australian workforce experience domestic violence, or that you want to help build safer futures for all. Sharing your why will connect others to the cause, and send your donations soaring.

LEAD BY EXAMPLE

Lead the way by making the first donation to your team's fundraising page. Encourage your teammates to match or surpass your contribution, setting a positive tone for the competition.

START EARLY AND ASK OFTEN

Don't leave asking for donations to the last minute. Start your fundraising campaign early and share your donation page regularly to remind your networks to support you. Setting a specific goal (such as posting once a week or reaching out to 5 people) and keeping track of your progress can help you achieve this.

INTRODUCE INCENTIVES

To keep morale high, recognise and reward employees who are actively participating in fundraising efforts for the Walk. Consider offering incentives such as gift cards, extra holiday days, or public acknowledgment to show appreciation for their dedication.

GIVE GLOWING PERFORMANCE REVIEWS

Everyone loves recognition, especially when walking for such a good cause! Provide opportunities to share updates on your workplace's fundraising efforts across your communications channels. Give shout-outs in your internal newsletters, tag your co-workers on Teams and support each other's efforts as best you can.

ENGAGE CORPORATE PARTNERS

Consider reaching out to corporate partners or other businesses connected to your workplace to sponsor your teams or provide financial support for the walk. Their involvement not only boosts fundraising efforts but also strengthens relationships within the community. It's a win-win!

TEE UP A TEAM LUNCH

Organising an event like a team lunch is an excellent way to raise awareness and collect donations. If you're feeling particularly bold, you could set a target for your event, such as reaching \$10k in 24 hours.

DOUBLE YOUR DONATIONS

Advocate for your company to match the donations raised by employees participating in the Walk. This not only amplifies the impact of individual contributions but also demonstrates the company's commitment to supporting WAGEC. Talk about a good return on investment!