



# Fundraising TIPS

- 1 Share Your “Why”**

We get it—it can feel a little awkward at first. But remember, you’re not asking for yourself. You’re inviting others to be part of a meaningful cause. Whether you’re a first-time fundraiser or looking for fresh ideas, here are some simple tips to help you get started:
- 2 Keep it Simple**

Let your friends and family know why you’re taking part in Sleepout SG. A personal reason or reflection can move people to support your cause.
- 3 Start with you Inner Circle**

Reach out to people you’re close to first—family, friends, teammates, or colleagues. A few early donations can help build momentum and encourage others to give too!
- 4 Show Progress & Gratitude**

Update your donors when you hit milestones (e.g., “Halfway to my goal!”) and thank them publicly or privately—it shows impact and keeps your network engaged.
- 5 Use Visuals**

Share photos or screenshots of your participation, donation milestones, or anything meaningful during your fundraising journey.
- 6 Tap into Groups**

Do you belong to a school club, church group, or sports team? Share your campaign with them and ask for collective support!
- 7 Make it Fun**

Add a personal twist—e.g., “If I hit \$150, I’ll sleep in a cardboard box!” or “Donate \$20 and choose a song I’ll play before bedtime!”
- 8 Don’t be afraid to ask again**

It’s okay to remind people a few times. Sometimes they want to give but simply forget!