

DOUBLE YOUR INCOME!

INCREASE YOUR FUNDRAISING INCOME BY 100% TO 600% BY USING THIS UNIQUE FACEBOOK FEATURE



What's the number one secret to fundraising success?

Linking facebook to your fundraising page! Participants who connect their fundraising page to facebook are raising double the amount compared to participants who haven't.

How do I double my income through Facebook?

This is different to a normal facebook post. Once you're connected, every time you receive a donation this will be posted to your wall eg: '\$100 raised thanks to John Smith' with options to 'like, comment, donate and share'. This is a lovely way to thank your donors as well as a tool to stimulate more donations. Research shows that many people intend to donate when first approached. The pace of the electronic age dictates that unless they have the time to do so at the point of request, they are less likely to return to it unless prompted. The donation feed is an inspiring way to keep your networks up to date with your progress and offer an ongoing opportunity to donate. This keeps your fundraising drive alive!

If you can't find your page or password, please check your emails from **GoFundraise**. You were sent an email when you registered with a link to edit your fundraising page. If you can't find it, go to wildendurance.org.au and "log in" in the top right hand corner. Type in your email address and click "forgotten your password". You will be emailed a new log on link.

The second secret to success? Set the bar high!

Make sure the first 2 or 3 donations you get are good ones! If the first few donations are say \$20, the likelihood is that your average donation will be around \$20. Perhaps get one or two donors who you know may be happy to set the bar high, to donate first.

**If you have any problems please
call Sarah or Fiona
at WildEndurance on 9282 9553.**

HOW DO I SET IT UP?

1. **Login** to your account via the **WildEndurance** homepage. Click on "login" in the very top right hand corner.
2. Click on "My Account", top right, and select "Facebook Connect".
3. Click on "connect my Facebook account to GoFundraise", and then "yes, I'm sure I want to connect" and then, "yes, connect".
4. You will then get a popup message from **GoFundraise** saying 'we need permission to access your public profile, friends list and email addresses. Be assured that this is not a threat to your privacy in anyway, and that the information is not used for anything other than enabling your donations to be displayed on your Facebook page.

**This will take less than 5 minutes
and research suggests this will
literally double your fundraising!**

WildEndurance



**THE
WILDERNESS
SOCIETY**