



**STEPS  
TOWARDS  
A CURE**  
FOR **NEUROFIBROMATOSIS**



**Children's  
Tumour  
Foundation**  
CONQUERING NF

# FUNDRAISING TIPS + GUIDE

**NF1 AFFECTS  
1 IN EVERY  
2,500  
PEOPLE IN AUSTRALIA**

# WHAT IS NF?

Neurofibromatosis (NF) is a genetic condition that causes tumours to grow on nerves throughout the body, including the brain and spine.

It's impact can be both visible and invisible. You may barely notice you have it or it could be life-threatening.

It can lead to a range of significant health issues such as deafness, blindness, paralysis, physical differences, bone abnormalities, cancer, learning difficulties and chronic pain.

It can affect anyone regardless of ethnicity or gender and roughly half of all cases arise in families with no history of the condition.

It is a lifelong medical condition. It is varied and progressive. Treatment options are limited and there is no cure.

**1 IN 2,500**

people have NF in  
Australia

**50%**

have no family history  
of the condition

**10,000**

Australians  
living with NF



Steps Towards a Cure aims to advance the pace of research and possibilities of treatments for everyone living with Neurofibromatosis in Australia.

Small steps can be transformed into huge strides in the advancement of care for those living with NF.

Together, we can raise awareness and invest into more promising research, and to one day find a cure for NF.

# STEP RIGHT UP

## Every step counts and so does every dollar

As you complete this challenge, asking people for donations can help hit your fundraising goals. In order to hit your targets, there are a few things you can do to maximise how much you can raise.

### Your page

When you sign up, you will be asked to create an online fundraising page. Aside from being an easy way to collect donations, it is also the perfect place to share your story, update your supporters with your progress, and thank them for all of their help! Don't forget to update your profile picture – people want to see who they are donating to.

### Your goal

Without a fundraising target, there is no benchmark and less chance of raising money. If this is your first-time fundraising, start small (maybe around \$250) and work your way up. You can always raise the target again if you reach it. Maybe try asking people for \$10 for every km they want you to do. If someone donates \$50, you do 5km for their donation and continue to raise your target each milestone.

### Your team

Once your profile is setup, if you have a group of friends, colleagues or family members you can set up a team. Come up with a team name that's important to you and your group, setup the team page and then begin inviting your friends. Send them the link, talk to them about the cause and why it's important. Even challenge them to hit their distance and fundraising goals for some friendly competition.

# THE FUNDRAISING PROCESS

## COLLECTING VITAL FUNDS FOR YOUR FUNDRAISING CAMPAIGN

### 1 - FIRST DONATION

By making the first donation, you are setting the benchmark for others and “putting your money where your mouth is”. The higher the first donation, the higher the average donation will be.

Once setup and ready to start fundraising, follow these steps to hit your fundraising goal.

### 2 - CLOSE CIRCLES

Start by reaching out to your close circle. This could be your family, your friends or your team at work. You know these people best and know you can ask them to support you with a donation.

### 3 - TO THE PUBLIC

Most of you will have a social media page where you connect with many others. Try sharing your link with your connections with a powerful NF story and a specific ask. “I need 10 people to donate at least \$20 to hit my fundraising goal”.

### 4 - CREATE COMPETITION

Once you have a few donations, you can begin to play on the other groups for additional donations. If you are \$50 away from your goal, you can reach out your groups or the public again asking for that \$50, challenging your team to fundraise more and using your friends fundraising totals to ask people to help you be the highest. Even using the team fundraising goal as a target to ask for a few additional donations. Competition helps drive action.

### 5 - MATCHED \$\$\$

Many workplaces actively encourage their employees to get involved in local charities and will match the fundraising efforts of their staff. So, don't be shy, talk to your boss, CSR or HR team about how to make this happen.

# MAKE PROGRESS POSSIBLE

One thing many people want to see is progress. If people can see you are making progress towards the goal they are more likely to donate.

Also giving updates when you hit fundraising and distance goals can be a good way to indirectly ask for more donations.

We recommend doing 25%, 50%, 90%, progress posts with a link back to your donation page.

Once you hit your goals we recommend doing a final push with an increase in your goal to attempt to hit that new goal providing MORE progression towards the cause.

After hitting all your goals and the month being over, a massive thank you post on socials and message to your fundraisers to say thank you goes a long way.

Updating your donors and supporters on where the funds are going and the impact their donation made helps them to know their donation wasn't just to your fundraiser, it was to a greater cause and they had a hand in that.

**EVERY LITTLE BIT COUNTS.**

## THANK YOU

Need help? Get in touch:

Fundraising Team

P: 02 9713 6111

E: [fundraising@ctf.org.au](mailto:fundraising@ctf.org.au)