

Tips and stories from Top National Fundraiser, John

John & Jazzy

1st Place – Top National Individual Fundraiser, PAWGUST 2018

Raised \$6,814

John is a client of Guide Dogs and registered for PAWGUST with his Guide Dog, Jazzy. It was his way of being able to give back to the organisation that had helped him. He also thought the event was such a novel idea that he definitely wanted him and Jazzy to be involved!

John lives in Canberra so it's safe to say that the month of August is pretty much in the depths of Winter so it was a huge challenge! Luckily, there was only 1-2 horrible days where John said he just had to layer up, chuck the raincoat on and get out there.

When it came to raising funds for PAWGUST, John did the following:

- Used all **email templates** provided by Guide Dogs. He just copy and pasted and sent them from his Guide Dog, Jazzy. He also included photos from their 'training' or when they were on their adventures. People loved that!
- Used **Facebook and Twitter** to get the message out about what he was doing.
- Set up a **group email list** and had a spreadsheet to track who had donated.
- **Sent weekly updates** to the group email list and included pictures of puppies or pictures of him and Jazzy.
- Reached out to **friendship groups, sporting groups and neighbours**.
- Created a **Facebook page for Jazzy**.
- Sent **reminders once or twice per week** to donate.
- Had **interviews on talk back radio** during drive times – tried using local media as much as possible to get the word out.
- Made sure he **thanked everyone personally** through the backend of the dashboard as soon as they donated.
- **Used the blog on his PAWGUST page** to keep everyone updated and to encourage donors to donate once they landed on his page.

