

## Tips and stories from Highest Team Fundraisers, Aislinn

Aislinn & Jazara (Team Captain of team, Puppy Raisers Victoria)

1<sup>st</sup> Place – Top National Team Fundraisers, PAWGUST 2018

Raised \$14,729.20

Aislinn is a dedicated Puppy Raiser for Guide Dogs and once she signed up to PAWGUST, she shared the event in her closed Facebook group of puppy raisers asking if anyone else was getting involved. As people starting registering, Aislinn thought it best to bring everyone together and create a team so they could track each other, support and motivate each other.

It got a bit competitive within the team itself but as soon as Team Puppy Raisers started appearing in the leaderboard, the whole team banded together and started getting competitive with people they didn't even know so they could try to get to number one! Aislinn, and others, donated money within the team community to help others achieve their goals. The team would also share some good walking locations and would even walk together sometimes!

Aislinn said she is always looking for ways to raise funds for Guide Dogs however with such a busy life, she needed something that was achievable.

### Tips from Aislinn:

- Start **early!**
- Look at your **virtual groups** and teams – you've got more than you think!
- Reach out to family via **group message** with your fundraising page link.
- By putting yourself out there and saying that you're doing this challenge to benefit yourself and your dog, when you then go and ask for donations of support it seems less forceful as **people are donating to your individual efforts.**
- Do **Facebook posts throughout the whole month.** This helped catch the attention of work peers and it became lunchtime chat and then more and more colleagues at work donated.
- Once people start donating, you feel obliged and committed to complete your daily walks rain, hail or shine! **You feel tied to your donors which really keeps you going!**

