

Tips and stories from Top Team Fundraiser, Chrissy

Chrissy & Lacey (Team Captain of team, Lacey the Guide Dog)

3rd Place – Top National Team Fundraisers, PAWGUST 2018

Raised \$6,705.84

Chrissy is a client of Guide Dogs and registered for PAWGUST with her Guide Dog, Lacey. They created a team called 'Lacey the Guide Dog' and soon got to work raising vital funds for Guide Dogs Australia. Chrissy explained that the support, dedication and positivity she received from Guide Dogs has been like nothing she has received anywhere else. Guide Dogs took the time to understand me and my situation and helped me with everything, not just mobility.

PAWGUST gave Chrissy a way she could give back to the organisation that had given her so much. Every time she looks at Lacey she thinks about all the time, money, volunteer hours etc. that's gone into getting her where she is today.

Tips from Chrissy:

- **Be proactive** with recruiting team members.
- It is useful to **give people information about the costs involved with breeding, raising and training and Guide Dog** and also what that process involves. This helps people realise how substantial it is.
- **Make it personal.** Tell people why you are doing it. This helps create a deeper connection with people donating to you.
- For people she knew well (like friends, family and colleagues) she felt comfortable **asking them multiple times.**
- Contact people via **social media and email.**
- **Do daily posts** but not always asking for donations.
- **Share images** of group walks and she would event contact donors, pick a date to walk together, go walking and then share that. The donors would share their experience too and then get more donations for Chrissy.
- **Set small targets so you can get small wins** – \$500, then \$1,000, then....get to the top of the leaderboard! That way, people donating think they are getting you across the line with your fundraising and then, you increase it again!

