



Fundraising Tips

Hosting a PJ Day event can be lots of fun. We have put together a handful of tips to help make your event as successful as possible. Remember that all the money you raise will help to fund vital asthma research and support programs. Good luck with your event and have fun!

Tell your story

Are you raising funds in honour of a family member or someone you know who has asthma? Share your story and let everyone know what it means to you to raise money for the Asthma Australia.

Set a high but achievable target

Studies show that most people reach just below their target, demonstrating that higher targets raise more money.

Make sure people know about your event

Put up the poster that we sent to you. The more people that know about the event, the more are likely to donate.

Make it fun and easy to participate

Taking part in PJ Day should be fun and easy. Encourage people to get into the spirit of the day and take an active role in raising funds to help people with asthma.

Don't be afraid to ask

Make a list of friends, family members, colleagues and businesses that you could approach, and don't be afraid to ask for a donation. You could also set up an online fundraising page at <http://www.everydayhero.com.au/event/PJDay2019>

Use the power of social media

Do you have a Facebook, Twitter or Instagram account? You could change your cover photo or background to advertise your fundraising goal. Other ideas are to invite people to your event using Facebook and to put up regular posts of pictures in the lead up to your PJ Day event. Please tag @AsthmaAustralia and use the hashtag #pjs4asthma

Send regular reminders

Your family, friends and colleagues probably want to donate but need reminding. Regular friendly reminders, such as updates on donations made to date, will prompt them to donate sooner.

Use local media

Try approaching your local newspaper or radio station, or the person who puts together the newsletter for your organisation, club or school, to see if they can help spread the word about your PJ Day event. You can find a media release template on our website [here](#).

Remember, you don't need to stop fundraising at the end of the event

Following your event, you can still ask people for a donation. They might be persuaded to donate once they know how much effort you put in and what you achieved.

Have a question?

If you have any queries then please don't hesitate to contact us!

Contact our fundraising team on:

Email: fundraising@asthma.org.au
Website: asthmaaustralia.org.au/PJDay
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