



City2Surf Fundraising Tips

Not sure where to start with your fundraising?

Here are a few simple, impactful ways to get started – and keep going.

1. Set a goal

Establish a fundraising goal! A clear goal helps maintain motivation and gives your supporters something to rally around. Once you reach it, set another!

2. Back yourself first

Start by making a self-donation to demonstrate your commitment. This often inspires others to follow your example.

3. Double your impact

Ask your employer if they offer matched donations. Many workplaces are happy to match what you raise, especially for community-focused causes like FARE. [Click here for our suggested email template.](#)

4. Build your first \$100 with five asks

To create significant change, start small. Reach out to five people—friends, coworkers, cousins, or even your local barista—and ask each of them for a \$20 donation. This is an easy way to quickly accumulate your first \$100 and build your confidence early on.

Tip: Remind people that their donations over \$2 are tax-deductible.

5. Share your ‘why’

Let people know why you’re running with FARE – your *why*, it helps people connect to the cause.

6. Need a reminder of what you’re supporting?

Take a moment to read through our talking points; it may help you craft messages that inspire action and demonstrate the real impact of FARE’s work.

7. Spread the word

Use social media, your email signature, work intranet, or even a group chat. You don’t have to make a hard request – just share your journey and give people the chance to support you.

8. Make a plan

Create a straightforward plan. You might aim to reach 25% of your goal in the next few weeks, post updates about your training and progress every Friday, or host a small fundraising event, such as a bake sale at work. Make sure it’s achievable and fun!

9. Ask again

Most people appreciate a little reminder, especially when life gets busy. So don’t hesitate to send a follow-up message or post; a gentle nudge can be very effective.

10. Say thank you!

Every gift deserves a thank you. You can thank your donors directly by replying after they donate to your City2Surf fundraising page. Consider going the extra mile by acknowledging your donors on social media, sending them a quick DM, or sharing how their contribution is making a difference.