

# everydayhero **Set-up**

## Super simple and effective!

Everydayhero is an online fundraising platform that is ready for you to use to fundraise for the PINC&STEEL Foundation (in NZ, AU, UK & Ireland). It is easy to set up your own fundraiser under the PINC&STEEL Cancer Rehab Awareness Week campaign page in just a few clicks. Here's how...

1. Click the link below for your country's Everydayhero Cancer Rehab Awareness Week page
2. Click 'Start fundraising'
3. Follow the prompts to fill in your details. This creates a personalised page as a team leader under the Cancer Rehab Awareness Week campaign. There is no obligation to have to raise the amount you set as a goal (see tips).
4. OR search for a team via a team leader's name that is already set up and join them! (this is great for your clients, followers and supporters to do, to join *your* fundraiser)
5. Share your personalised page link with your supporters so they can also fundraise under your team too
6. Watch the donations grow, and less people with cancer miss out on rehabilitation and reaching their goals!

## Click on your link

 everydayhero  
[New Zealand](#)

 everydayhero  
[Australia](#)

 everydayhero  
[UK & Ireland](#)  
coming soon



**Here are the ten best and proven tips from Everydayhero to help you reach your fundraising goal.**

### **1. Be the first!**

By donating first to your own supporter page you are showing your commitment to fundraising and setting the benchmark for the donations that follow.

### **2. Start early!**

Give your supporters plenty of lead-in time to your fundraising event so they have time to donate and even better time to join your team and perhaps organise a fundraiser themselves. This might be in late July or early August for our Cancer Rehab Awareness Week 7th-13th September.

### **3. Remember to include a photo!!**

People want to see who they are donating to, so share your own image (or the team) on your page. Images also helps potential donors to have a stronger connection with your cause and your organisation's story.

### **4. Update your fundraising page**

Capture and add images in the build up to your event. Keep your donors and potential donors updated with your progress. How is the planning progressing? Your donors will be keen to follow along and be excited to see the event take shape.

### **5. Tell your story**

Let supporters know WHY you are doing what you are doing, they want to know – share your passion, your stories, share the key messages and inspire those who don't know about cancer rehab to find out more, and then share the message themselves!



## 6. If you hit your target or are close to reaching it – increase it!

If people think you are close to meeting your target they may not donate. Think big! If the goal seems ambitious more people will want to play their part and donate to support you.

## 7. Thank your donors

Let them know their donation has been noticed and appreciated. Consistently check in with your page and your supporters.

## 8. Keep sharing your fundraising page

Those that share their fundraising page 10 times or more raise significantly more than those who don't. If someone isn't able to donate, ask them to share instead, every share helps. Use your database too to get the word out about Cancer Rehab Awareness Week and include a link to donate. Remember to use the hashtag #CRAW2020.

## 9. Use the resources provided

Use the resources available for Cancer Rehab Awareness Week to save time and consistently emphasise the key messages. There is a range of [resources](#) available now and more coming soon, in the build up to the Awareness Week. If you can't see what you are looking for – please get in touch.

## 10. Finally – ask again!

People often need reminding, if you asked them once and they haven't donated – ask again, they may have just forgotten and won't begrudge a friendly reminder. And, don't be afraid to ask after you've completed your event, unbelievably almost 20% of donations come in after the event is over!

**Thank you for your support**