

Fundraising Tips to Earn Your Digital Legacy badges.



By signing up to be a Legacy Legend, you're now part of an iconic community around Australia that has been raising funds to help families of our veterans since the 1940s – thank you! Here's some simple tips on how to successfully reach your fundraising goal and earn your Legacy badges.

- 1. Lead the way:** Donate to yourself to get your fundraising started, earn your first badge, and make it easier for others to follow suit.
- 2. Spread the word:** Share your profile or spread your efforts across social media, email, SMS, phone, word of mouth, to let everyone know that you're a digital hero for Legacy Week this year. Let them know WHY you are doing it, and ask them for support. You won't know who is willing to help unless you ask! Check out our social tiles and email templates on the resource page to help.
- 3. Ask 5 friends:** for \$10 and earn yourself the Annual badge!
- 4. Hit up your workplace and networks:** on LinkedIn, via your email signature or asking your boss for a dollar match. You'd be surprised who is willing to give – you just have to ask.
- 5. Host your own mini-event:** a morning tea? BYO BBQ? Bake sale? Talent quest? Give some goodies to earn your badges.
- 6. Incentivise your friends:** to reach your target. \$10 and I'll buy you a coffee, \$100 and I'll mow your lawn for spring... what can you offer to sweeten an already sweet deal?

Legacy has been keeping a promise to help the families of veterans for 100 years. Today, Legacy supports 40,000 partners and children of veterans who gave their lives or health serving our country. Because of Digital Volunteers like you, we can continue to support families who come to us in their darkest moment and give them hope for a brighter future. Thank you!