



GUIDE: *How to Ask Friends and Family for Donations*

Why The Way You Ask Matters: People want to support causes that matter to the people they care about. Your friends and family may be more willing to donate than you think, they just need to be asked!

Before You Start: The most important thing to remember is that it doesn't need to be perfect! You are speaking to people just like you, who are interested to hear what you'd like to say. Speak honestly and from the heart and they will listen.

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Start With Your "Why"

Before asking anyone have a think about, and have a clear idea of:

- **Why you're participating in March On**
- **What the cause means to you personally**
- **How their donations will make a difference**

Example:

"I'm walking 96km this March to raise money to support the mental health of our veterans and their families, because my best friend is an army veteran and I've seen the support that has helped her. This cause means a lot to me, and I'm hoping to raise \$500 to support these programs that could help save lives."

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Know the Basics

Be ready to answer:

- **What March On is** - *"March On is an annual walking challenge where participants raise funds to support the mental health and wellbeing of veterans and their families."*
- **What the donations will be used for** - *"to help fund services to support the mental health of veterans and their families. These services include psychology, education, social connections, and employment support."*
- **How they can donate**

Make sure you have:

- **The link or QR code to your personal fundraising page**
- **Details about donation methods (online, cash, etc.)**
- **Your personal fundraising goal**

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Pick the Right Channels

Choose how you'll ask the people you want to approach:

- **In person**
- **Phone or video call**
- **Text message**
- **Email**
- **Social media**

Tip: *The closer relationship you have with someone, the more personal the method should be. A call or personal message works better than a generic post for your inner circle.*

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Use a Sample Message

Here's an **example** of a message you can copy, use, and change to your liking:

*"Hey [Name],
How have you been?
I'm taking part in March On and trying to walk 96km throughout March this year to support Soldier On. Soldier On is a cause that is really close to my heart because [personal reason, if you have one].
I'm trying to raise \$[goal amount] for mental health support for veterans, and I'd be so grateful if you'd consider sponsoring me. Any amount helps, and it all goes to support our veterans and their families.
Here's the link to donate if you can: [insert donation link]
Thanks so much for your support! ❤️"*

Or a shorter example:

'Hey [Name]! I'm taking part in March On this March to support veterans' mental health. I'm hoping to raise \$[goal amount] and would really appreciate your support if you're able. Here's my link: [link]. Thanks so much ❤️"

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Follow Up (Gently!)

Not everyone will reply to you straight away, and that's okay. We all have busy lives! Some tips on how you can politely follow up:

- **Wait 3-5 days**
- **Send a friendly reminder message**
- **Thank them, whether they donate or not**

An example to use:

"Hi [Name], Just sending a quick note in case you missed my last message - please don't feel any pressure at all."

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Say Thank You (Publicly or Privately)

Always thank anyone who donates to your page. A quick message or social media post can go a long way in making them feel seen and appreciated.

Example:

"Huge thanks to everyone who's donated to my March On fundraiser so far! Your support means the world to me and to Soldier On."

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Share Your Progress

Keeping your friends and family updated on your walking progress can help them feel involved and like they are a part of your journey.

- **Let them know how close you are to your goal**
- **Share photos or stories from walks and adventures**
- **At the end of March post a final thank you and share how far you walked and how much you were able to raise**

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Final Tips

- **Be genuine in your conversations, not pushy. If someone doesn't want to donate or isn't able to, that's ok!**
- **Personal stories are so powerful. Opening up and sharing why you want to support Soldier On will help you connect with people.**
- **Every cent counts, and small donations add up. Don't worry if someone can only give a little.**
- **Don't take an answer of "no" personally. It's not a reflection on you, and there can be endless reasons why someone isn't able to or doesn't want to donate.**