

5 IDEAS TO HELP FUNDRAISE



1 DONATE TO YOURSELF

Self-donations prompt others to give. It's a fact!

2 GET PERSONAL

We all know someone who has been in ICU. Share your personal story and reasons for stepping up for ICU

3 ASK FOR HELP

Reach out to your friends, family, colleagues and networks and ask them to support you.

4 HOST A GAMES NIGHT

Everyone loves a games night and it can help you reach your fundraising total very quickly. Why not try Bingo or Trivia!

5 FEED YOUR FRIENDS

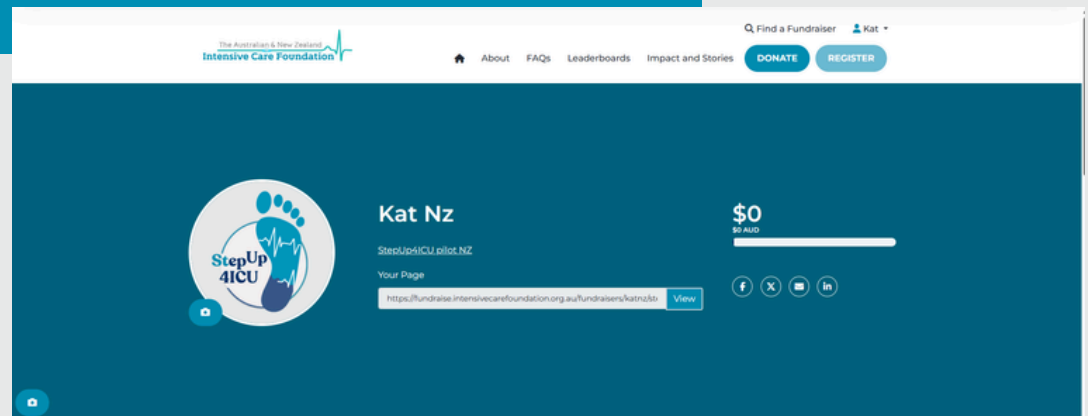
Provide lunch or drinks for friends or colleagues in exchange for a donation.

HOW TO FUNDRAISE ON SOCIAL MEDIA



1 VISIT YOUR FUNDRAISING PAGE

The very first thing you need to do is visit the StepUp4ICU website get to your fundraising page – you can do this by logging in to your dashboard and clicking the 'view' button next to your fundraising page URL, or by searching your name in the top right-hand corner and clicking on your profile. See the screenshot as reference



2 CHOOSE WHERE YOU WOULD LIKE TO SHARE

Once you're on your fundraising page, you will see some social media icons underneath "SHARE MY PAGE". These icons will let you post to Facebook, LinkedIn, or prepare an email that you can send to your friends and family. Click on the social media icon that you'd like to share your fundraising page to.

3 SIGN INTO YOUR SOCIAL MEDIA

A pop-up box will appear and ask you to log in to your social media account if you aren't already logged in. If you are already logged in, it will take you directly to the site or app!

HOW TO FUNDRAISE ON SOCIAL MEDIA



4 WRITE A MESSAGE

On your screen, a pop-up box will open and each will vary based on the platform you are posting on.

To share your fundraising page on social media, you will need to add a message in the text box. To help you get started, here are some examples we've prepared for you:

FACEBOOK / LINKEDIN

"This May I will be counting my steps for @StepUp4ICU, a 200,000 step challenge to raise funds for vital research and education at the @Intensive Care Foundation. I've raised (insert amount) so far, but I need (insert amount here) to reach my fundraising goal.

If you were able to donate (insert amount here) it would mean so much and help me reach my goal. Every single dollar helps researchers get one step closer to life-saving advances in intensive care. Thank you for your support and please feel free to share this post and encourage your own friends to donate and support me".

INSTAGRAM / X

"This May I will be counting my steps for the StepUp4ICU challenge could use your help to make a difference. I'm passionate about this. I hope you will donate to my fundraising page. (Insert fundraising page link)"

5 POST

Once you're happy with your post, all you need to do is click 'post'!

6 FOLLOW UP LATER

With your first post successfully shared, keep an eye on your notifications to see if any of your friends or family add a comment or have any questions. After a few weeks, it's a good idea to follow up with another post – just in case anyone didn't see your post or simply forgot!