

Ready, set, go!



9 ideas for
your first
successful
fundraiser

BETTER NOW

There are so many good causes out there and you wish you could support all of them? But unfortunately you are already juggling between your job, education, family and you simply don't have the time to become an active member for an NGO?

[Online fundraising](#) might be the solution for how you can engage in charity and integrate it with your other areas of interest. It's quick, simple and above all – it's a lot of fun! You can integrate it easily into your everyday life. You can raise funds for almost anything, and there is definitely also the right idea for your fundraiser out there.

But we know that coming up with a good idea and get started might seem a little difficult. That's why we created this guide for you – to get you inspired and to make online fundraising a home match for you.

You will find ideas for different fundraisers and some hints and tips along the way to make a successful contribution for your favorite charity. Just click the overview to jump to the parts that are most interesting to you:



9 ideas to create your own successful fundraiser

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Outstanding fundraisers



Kirsten received donations for UNICEF instead of birthday presents



Anja made Tanzanian children smile



Mathilde invited her friends to a charity dinner and concert



Thomas cycled to help children deal with grief



Kammilla combined volunteering and fundraising in Kolkata



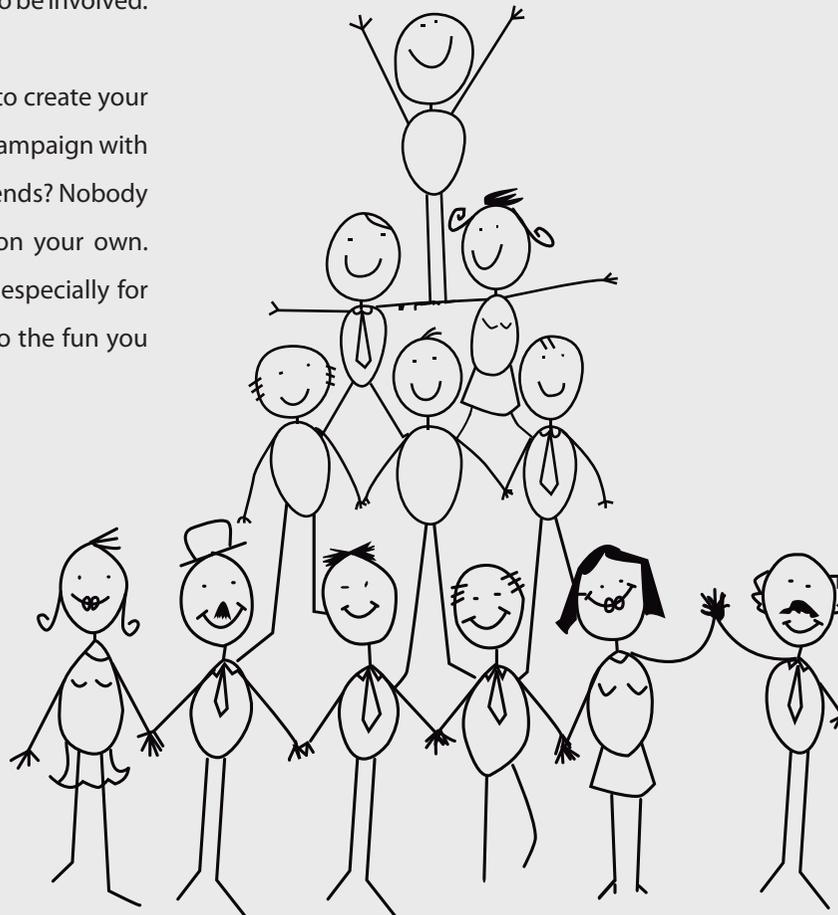
Kirsten beat cancer more than just once

You're not alone

First of all, we want to stress that you're not alone. There are many people out there who would like to do more, but don't know how to. That's why starting your own fundraiser it's such a nice experience. You will be able to see how many people around you are supporting the same causes as you are. Your friends and family will surely support your fundraiser, and soon their friends and relatives will also be involved.

If you feel like you are just not ready to create your very own fundraiser, why not start a campaign with your partner or in a small group of friends? Nobody ever said that you have to do this on your own. The more, the merrier – that counts especially for online fundraising. And in addition to the fun you

will have together, you can unite your networks and reach even more people with your idea.



Don't feel inspired?

Of course, before getting started, you will need an idea that will match your interests and, at the same time, will engage other people in your project. In order to get some initial ideas that allow you to brainstorm a little more, you should check out the different inspirational ideas we gathered for you. All of the ideas on the following pages are suitable for your personal fundraiser just as much as for a group fundraiser. Just be creative and find out what fits your appetite best.



Kirsten received donations for UNICEF instead of birthday presents

Kirsten Rungholm created her own [fundraiser](#) on BetterNow for her 50 years birthday. She got more than 2000 euro in donations that are now benefiting children in Africa through UNICEF. As Kirsten says "Fundraising for charity gives me a great sense of purpose" and we couldn't agree more. Her friends were so inspired by her action that several of these have created their own birthday fundraiser on BetterNow for other charities afterwards!

1. Throw a party to remember!



Is your birthday coming up? Are you currently planning your wedding? Are you having an anniversary? Well, the next question is – do you really need all those presents, or would somebody else be happier benefitting from the money spent on you? All celebrations that involve an overwhelming amount of gifts are definitely a good reason to start a fundraiser. Do you really need that third set of porcelain? Probably not. And if we're being honest, your grandmother is always giving you the most terrible presents anyway. So if you give her a hint that she could do something great in your honor, she is going to be very happy, and you are going to be happy knowing you have helped others in need.

If you just don't need anything new, don't trouble your relatives and friends with having to think of something great. Just have them participate in your event, whether it's your wedding anniversary or your jubilee. In this way, you will not only be able to celebrate yourself and the wonderful day in your life, but, at the same time, it will be the day on which you all did something amazing together.

2. Spread that special holiday spirit

Even if it's not your birthday anytime soon – there's always a reason for a good party. Christmas, for instance, is always a good season to pass on your holiday feeling to other people in the world. Instead of Christmas presents, you can easily wish for your close friends and family to support your fundraiser. But the fun doesn't stop here. Don't you just love throwing a Halloween party? People dressing up, a lot of candies and, above all, all those unexpected and spooky decorations.

If you care about the rain forest and you would like to protect it, you could dress up as an orangutan and invite all the people that are coming to your

party to donate for an environmental charity. We are sure you have plenty ideas for celebrating different holidays in combination with your fundraiser. What about a special celebration on your national day? You could raise some money for a health organization in your country in order to improve the living conditions for all citizens of your country. Or what about May Day? International labor charities will appreciate your contribution.

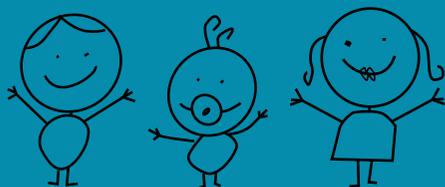


Mathilde invited her friends to a charity dinner and concert

You don't think throwing a party and collecting money for a charity complement each other? We think they do. Mathilde Falch, a known Danish singer-songwriter, for instance started a [fundraiser](#) for the Danish [PsykiatriFond](#) by inviting her closest friends for a dinner and concert. She collected several thousands Danish kroner to support the organization with their psychiatric counseling and care.

"I've found that inviting friends over for dinner in exchange for donations is a great way to collect money for a good cause", says Mathilde.

3. Give your new born a warm welcome



When expecting a child, the world often becomes a different place. We start worrying about the future and become aware of a lot of problems and threats that we never thought of before. For that reason, it is a wonderful idea to support a charity for child and mother healthcare before the small one is arriving in your world. If you already have the baby carriage, the baby bottle and all those rompers, don't hesitate to ask for something different. Your friends and relatives who haven't given you anything will surely contribute to your fundraiser supporting a better world for children.

4. Boost your work as a volunteer

You're going to Nepal to teach school children how to speak English next summer? Or are you heading to Ethiopia to build a new hospital? Wonderful! We congratulate you on your bravery and on your great effort. But maybe it's slightly frustrating that, when you talk about your volunteer project, you find that not everyone around you gets it. Why are there so few people who want to make the world just a tiny bit better? Well, we think that there are countless like-minded people out there, but not everyone has the time and courage to take up a project abroad. So, our suggestion is to find and encourage them by fundraising while volunteering. You have a great story to tell! Share your experiences and show everyone pictures from your everyday life as a volunteer. We are sure that it will warm their hearts and inspire them to make a contribution to your cause as well. In this way, you can support your project even more.

If you are not travelling, but you are volunteering in a local organization, creating your own fundraiser is another way to make a difference. Even though you might not be able to fundraise for the specific project you are involved in, you might be able to fundraise for another charity working in the same area you volunteered in. What a wonderful addition to your selfless efforts!



Kammilla combined volunteering and fundraising in Kolkata

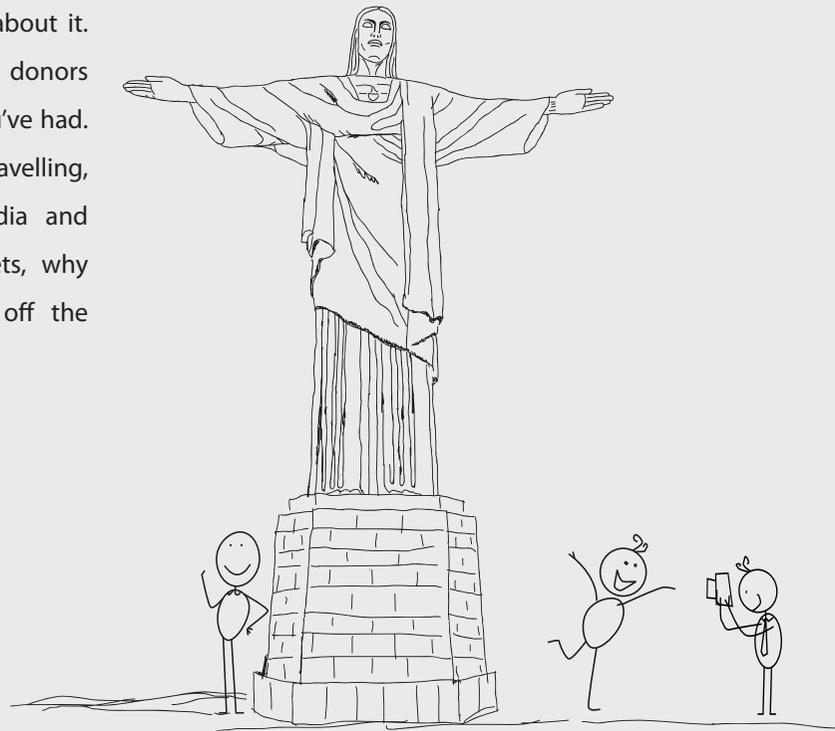
Kammilla Nørregaard-Sarup felt inspired to go to India and help children in the streets to have a better life. She volunteered with [LittleBigHelp](#) and made a big difference with her efforts. But the volunteer work was not enough. That's why she asked all her friends and family to [donate some money for the same cause](#) – and made an even bigger impact! At the end of her fundraiser, she had collected over 3.700 euro.

“Fundraising online is really easy - and can mean a big difference in the lives of people across the globe”, says Kammilla.

5. Fundraise while your travel

Obviously, you don't have to volunteer in order to create a fundraiser. If you are travelling to an exotic destination, you can as well raise some money for a cause connected to your travels. Let's say you are heading to Brazil for three weeks – wouldn't it be a great idea to create a fundraiser to protect the rainforest beforehand? When you will finally be visiting the Amazon area, you will feel great about it. Once you got back home, you can reward your donors with photos from all the great adventures that you've had. Instead of creating your fundraiser before travelling, you can do it afterwards. If you went to India and were sad about all those children in the streets, why not collect donations and help them to get off the

streets? After your travel, you will have an interesting story to tell and a good motivation for your fundraiser.



Anja made Tanzanian children smile

After having volunteered in Malawi, Anja Lovén decided to visit neighboring country Tanzania. Before leaving, she asked her friends and family to support [her fundraiser for children born in the streets of Tanzania](#) and make a difference in a region that she grew to like and care about. She was very successful and over 4000 euro for [LittleBigHelp](#).

"I wanted to help create a brighter future for children in Tanzania. Through my fundraising page, I managed to exceed even my own goals and raise € 4.000!", says Anja.



Thomas cycled to help children deal with grief

For his [fundraiser for Projekt OmSorg](#), Thomas Heunicke decided to cycle the Haute Route in France and Switzerland. He tells the heart-breaking story of losing his father as a ten-year-old. Having lived through his grief, he wants to help children in similar situations deal with their experiences. [Projekt OmSorg](#) is doing exactly that – it helps children who lose their parents due to cancer. He collected 2,500 Danish kroner with his fundraiser. “I wanted to help! So I used BetterNow to combine my passion for cycling with raising money for an important cause”, says Thomas.

6. Donations as high as Mont Blanc

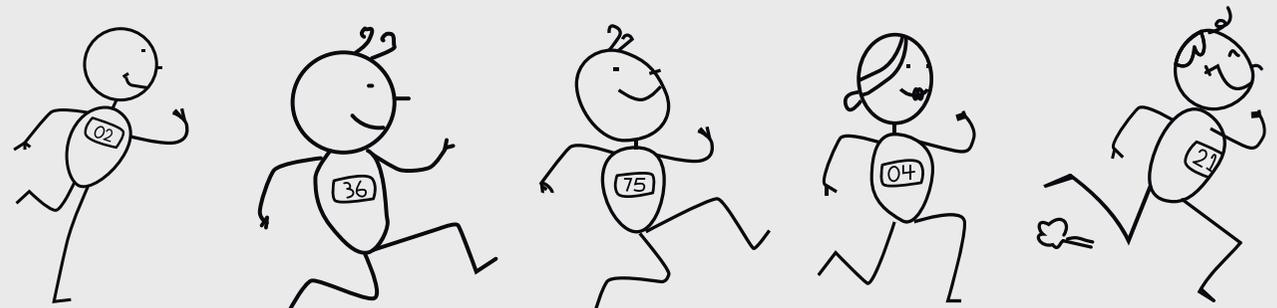
You can also combine your fundraiser with adventurous travel. If you are planning to hike down The Way of St. James, for instance, you have a great fundraiser right there. Your followers will be really interested in seeing whether you achieved your goal and walked all the kilometers you had on your schedule. The same counts for your next biking holiday. If you’re planning to travel through Hungary on a bike, why not share that holiday with your friends and family and make them aware of your cause at the same time? Or if

you’re climbing Mont Blanc - just ask your acquaintances to support your cause and send them a picture of how you’ve made it to the top. The possibilities for fundraisers while travelling are close to infinite. You only have to try it out.

7. Marathon, Triathlon, Biking, Swimming – and Fundraising

But we know, we know – you’re not only sporty when you’re on holiday. Actually, you’re running a marathon twice a year, competing in ice skating challenges and are a gifted synchronized swimmer. Great! Then use your everyday hobby for your favorite cause. No matter if it is a football match, a judo tournament or a horseback riding

competition - we know you can do it. Your supporters will surely be happy to help you with your fundraiser just as much as they will be standing at the sides watching you and cheering for you when you are competing.



Share these Ideas



8. Art for a better world

You are rather the artistic type? Give your next artistic creation that extra slice of soul by connecting it to your fundraiser. No matter what you are currently drawing, painting or building, we are sure you are creative enough to find a good cause that can be linked to it. Or maybe you are a singer? Songs and music are a wonderful way to communicate that other people need our help.

Just make your followers a part of your next project by inviting them to contribute to your fundraiser. And people will be more curious about the creative outcome.

9. Make it personal

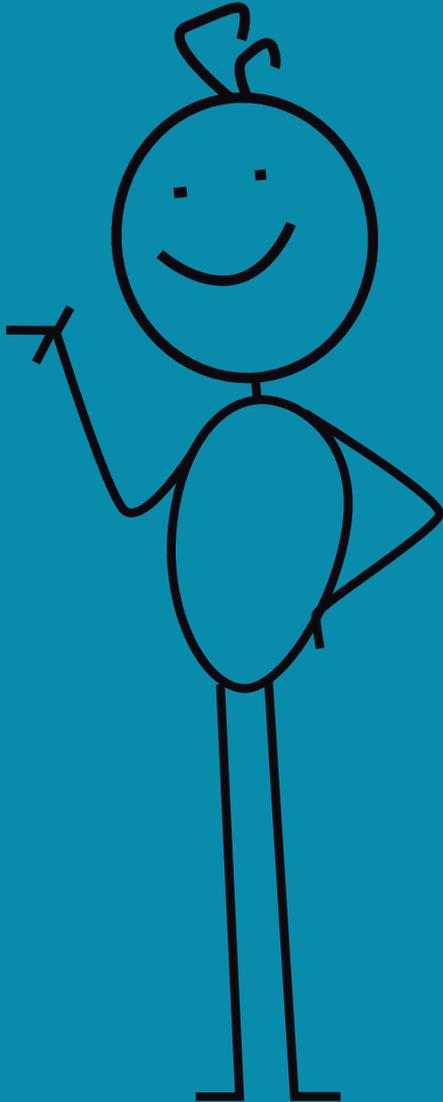
The personal-story type of fundraiser is probably the most evident one – and yet one of the most difficult. If you or a family member are personally affected by illness or find yourself in another difficult situation, you might want to support a charity that helps people in the same situation. Whether you want to advance cancer research or to strengthen support for families who lost a member due to sickness, it is a good idea to share your experience. We know that it can be really hard to talk about your personal destiny, but it can also be very liberating. Finally, seeing how people around you want to help you and other people in the same situation might just give you a better feeling – having supported a good cause and made the best out of your situation.



Kirsten beat cancer more than once

Kirsten Ejlskov Jensen also connected her personal story to her [fundraiser around a sport event](#). She used to run the Berlin marathon before she got diagnosed with cancer. After her treatment, she decided to train and run the marathon again. With her bold commitment she showed that there is a way out – and simultaneously asked her friends in an amazing way to support people suffering the same illness. She collected 600 Euro for [Danish Cancer Society](#), Denmark's society for cancer research.

"I used my fundraising page to share my personal story and raise money for the Danish Cancer Society", says Kirsten.



Now it's your turn

As you have read so far, it is really easy to create a fundraiser – and many others before you have succeeded in doing so. Now there's no reason not to start a fundraiser of your own! Just go ahead and [create your own fundraising page](#). Make it pretty: Tell your story, add some pictures or a video and let your followers get drawn into your idea. We're looking forward to seeing your projects on our website! And we are confident that your friends and family will welcome your initiative with a lot of curiosity and support.