



## Steps to fundraising success!

### Set up your fundraising page

- Go to the event page: [www.give.asia/sdr2025](http://www.give.asia/sdr2025)
- Click on the pink button "FUNDRAISE FOR EVENT"
- Follow the steps to complete your page - make your page URL short and simple so it is easy for donors to get to.
- Be ambitious with your fundraising target! On average, teams raise close to \$20,000!
- Add a photo where all teammates are visible to make your page clearly recognisable.
- Tell your reason for participating in the Campaign Story. See example below.

### Share your fundraiser with your network

- Share your campaign page as widely as possible!
- Sending individual **emails or text messages** are most effective for engagement. See 'Fundraising Message' examples below for ideas.
- Most companies offer corporate matching programmes. This is a simple way to maximize your donation to Splash so please check with your company.

### Keep your supporters in the loop

- Provide your network and donors with **updates** leading up to, during and after the event.
- Don't forget to send reminders to those who haven't donated!
- You can use the **Updates** function on your Give Asia page as a way to thank those who have given and keep them in the loop.

Offline donations avoid the Give Asia administrative fee. Encourage offline donations for larger donations. Make sure your team name is indicated in 'Message to Payee.'

#### **Donation by bank transfer:**

Hang Seng Bank  
Account Name: Splash Foundation Limited  
Account Number: 239-497050-883 Swift  
Code: HASEHKHH Bank Code: 024  
**FPS:** finance@splashfoundation.org

#### **Donation by cheque:**

Splash Foundation Limited  
21/F, Remex Centre  
42 Wong Chuk Hang Road Wong Chuk Hang



## Campaign Story Example

\*\*\* THANK YOU FOR SUPPORTING **THE SPEEDY STARFISHES** \*\*\*

Most of the world can't swim and they are largely women and people from low-income communities. Splash Foundation teaches thousands of adults and children from under-resourced communities to swim for free each year.

We're targeting to raise **XXXX** by taking part in the Splash Dash Relay. Our team includes **colleagues X, X, X and X** and what's really cool is that we will be matched with 2 people who have learned to swim with Splash to be part of our team. Our target of **XXXX will help X (\$2000 per person)** number of people to learn to swim. We would really love your support to reach it.

Donating is really simple and secure. The money will directly go to Splash Foundation Limited. Learn more about Splash at [www.splashfoundation.org](http://www.splashfoundation.org)

## Fundraising message

Hey! Can you believe that 2/3 of girls and women across the world don't know how to swim? And that neither do half of high school students in Hong Kong? Which is why I am proud to be participating in the Splash Dash Relay on **27 April**, a fundraising swim gala for Splash Foundation who provide free learn to swim opportunities for people from disadvantaged communities.

I will be swimming on a team with colleagues/friends **X, X, X and X** as well as two people who learnt to swim with Splash! We are aiming to raise **\$xxx**, which will enable xx kids and adults to learn how to swim.

You can donate to our online fundraising page [www.give.asia/XXX](http://www.give.asia/XXX) or if you'd like to avoid platform fees, particularly for larger amounts, Splash also accepts Bank Transfer/FPS/cheque donations - just remember to put our team name in the reference note!