

SPLASH DASH RELAY 2024

STEPS TO FUNDRAISING SUCCESS!

Set up your fundraising page

You only need to create one page per team. Multiple teams can also share a fundraising page as long as they still raise the minimum or more per team.

Steps:

1. Go to the event page: <https://give.asia/sdr2024>
2. Click on the pink button "FUNDRAISE FOR EVENT" and
3. Follow the steps to complete your page - make your **page URL** short and simple so it is easy for donors to get to.
4. Be ambitious with your **fundraising target!** On average, teams raise close to \$20,000!
5. **Add a photo** where all teammates are visible to make your page clearly recognisable.
6. Tell your reason for participating in the **Campaign Story**. See example below
7. Share your campaign page widely. Individual **emails or text messages** are most effective. See 'Fundraising Message' example below.
8. Provide your network and donors with **updates** leading up to, during and after the event. Individual messages work best. You can also use the Updates function on your Give Asia page as a way to thank those who have given and keep them in the loop.

Fundraising tips

- Fundraisers shared via email/text message have much more success! Share it widely and don't forget to send reminders. See some template messages below
- Most companies offer corporate matching programmes. This is a simple way to maximize your donation to Splash so please check with your company.
- Offline donations avoid the Give Asia administrative fee. Encourage offline donations for larger donations. The methods are below. 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

Fundraising message

Hey,

Did you know that half of the world doesn't know how to swim? Swimming is a life skill but inaccessible to many - particularly women and people from low-income communities.

That is why I'm taking part in the Splash Dash Relay and fundraising for Splash Foundation. We're targeting to raise XXXX. My team includes my **colleagues/friends 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.

I'd love your support! Our target of **XXXX will help X (\$2000 per person)** number of people to learn to swim.

You can donate to our online fundraising page 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!!