



**NO ONE GIVES UP  
THEIR TRUE LOVE OF  
COFFEE, STEAK OR  
PIZZA FOR NOTHING!**

That's why we've made this easy  
**fundraising checklist** to make your  
Live Below the Line challenge worth it.



A TEARFUND CAMPAIGN

# CHECKLIST

## **Update your fundraising page**

First things first – add a picture of yourself, write your story about why you're taking up the Live Below the Line challenge, and set up your fundraising target! We recommend setting it at \$250.

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## **Donate... to me!**

Get your fundraising started by donating to yourself. Sometimes those first few dollars are the hardest to get in, so why not inspire your friends and family to join you by taking the lead?

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## **Spread the word to donate**

The best way to get people to donate is simply by ... asking!

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## **Get social**

Social media is one of the most effective ways to engage people in the campaign and boost your fundraising.

## **Share your fundraising page online**

Tell friends what motivates you to take this challenge and ask for support.

## **Change your Facebook profile picture and cover photo in support of Live Below the Line**

We have some ready for you on the page: [livebelowtheline.org.nz/login/view/resources](http://livebelowtheline.org.nz/login/view/resources)

## **Share your Live Below the Line journey as you go!**

Tell your friends what you've learnt about extreme poverty, your shopping lists, recipes, your highs and lows—you name it! We even have images and posts for you to share. Find them online in the 'Stuff to Help' tab on 'My Page'.

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## **Ask people directly**

Here's how to be super successful at asking 10 to 20 friends or family members for support. Simply ask face-to-face or online but don't forget to add a link to your fundraising page!

### **What**

Ask for a specific amount (like \$25) towards your \$250 goal. Uncertainty often stops people from donating.

**Fun Fact:** People who ask for a specific amount raise, on average, 184% more than those who ask generally.

### **Why**

Say why you personally care about the cause. Love begets love, so share why the Live Below the Line cause is close to your heart.

**Fun Fact:** Those who share their 'why' raise 121% more donations.

# **KEEP READING ...**

## How

Explain how your fundraising goal will help Tearfund's partners empower families out of poverty. (See on the right for what your donations could help achieve).

Remember you're not asking for money for yourself – you're representing people whose voices we can't hear!



**Stuck for what to say? We have an email template to help you gain sponsors. You can find it in the 'Stuff to Help' tab on 'My Page'.**

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## Thank people well

Following people up is a big part of fundraising. Thank each donor in a personal way, so they feel appreciated and more people will be inspired to give. Why not do a public shout-out on social media?

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## Ask again

People often need reminding. If you asked them once and they haven't donated, ask again. They may have just forgotten and won't begrudge a friendly reminder. Don't be afraid to ask after you've completed your event.

**FUN FACT:** Almost 20% of donations come in after the challenge is over.

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## Increase your target

Finally, if you hit your target or you're close to reaching it—increase it. If people think you are close to meeting your target, they may not donate the \$100 they were going to if you are only \$50 off your goal.

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# WHAT YOUR DONATIONS CAN ACHIEVE!\*

**\$9**

Connects a household in the Philippines with an irrigation system.

**\$25**

Trains a farmer in dairying in Sri Lanka.

**\$105**

Establishes a Self Help Group in the Philippines.

**\$330**

Enables a Farm Association in the Philippines to provide agricultural training to its members.

\*These figures are indicative and represent what your donation could achieve through Tearfund's Empower projects. Your donation will support Tearfund's Empower cause as a whole.

# TOP 5 EASY & POPULAR **FUNDRAISING IDEAS:**

## **1. Email/Message Everyone**

We've said it before and we'll say it again—one of the most effective fundraising tools is to contact everyone you know. Write a personal email or send a message on social media telling your friends what you're doing and how much their support would mean. Don't forget to add a link to your fundraising page. You can find our email template in the 'Stuff to Help' tab on 'My Page'.

## **2. Dine Below the Line**

Host a Live Below the Line meal (with meals up to \$2.85 per person) and ask guests to donate or charge \$20–\$50 per head. You can go as big or small as you like— host your dinner, lunch or afternoon tea at home and invite close friends. Alternatively, you can hire out a hall and invite your entire community—it's up to you!

## **3. Get your Workplace on Board**

Tell everyone at work about your passion and why you're doing the challenge. If your workmates are interested, ask them to join you. You can even suggest to your boss to do Live Below the Line as an organisation, and have an inter-departmental competition. We've got a PowerPoint presentation you can use in the 'Stuff to Help' tab on 'My Page'.

## **4. Movie Night**

A great way to have a low-key night out is to showcase your favourite documentary or watch the latest blockbuster. You can host it at home or contact local cinemas to see which one offers the best price and charge slightly more for tickets. Accompanying snacks or wine is always a winner!

## **5. Pub Quiz**

Who doesn't love a good night at the pub? Find your local and ask to host a quiz. You can get local businesses to donate some prizes and charge per head. Get your team together to spread the word. You can find some great quiz questions online and even do a section on poverty statistics.

Thank you for joining us in empowering those living below the poverty line! We love having you as part of the Live Below the Line community. If you have any questions or would like to share your awesome event with us, don't hesitate to get in touch. Email us on [hello@livebelowtheline.org.nz](mailto:hello@livebelowtheline.org.nz)

**Login to your personal fundraiser page at**  
**[livebelowtheline.org.nz/login](https://livebelowtheline.org.nz/login)**