

# FUNDRAISING PACK DUBAI 2024



 **BATTLE  
CANCER**



STEP 1

# SELECT YOUR CHARITY



## FUNDRAISING WITH YALLA GIVE

In Dubai, we're partnered with third-party fundraising platform, Yalla Give, to ensure that all donations go directly to the charity you have chosen to battle for. We never handle any fundraising money.

Due to the regulations surrounding fundraising in the UAE, it's important that you choose one of the charities approved by Yalla Give to ensure all the correct permits are in place.

This guide is designed to equip you with all the right tools, tips and tricks to help you raise as much as possible!

MAKE YOUR FUNDRAISING PAGE





# THE AL JALILA FOUNDATION

For the third year in a row, our partner charity in Dubai is the Al Jalila Foundation - a not-for-profit organisation dedicated to transforming lives through medical research, education and treatment in the UAE.

One of its many projects, Majlis Al Amal (Hope Lounge in Arabic) is a unique 'cancer drop-in centre' and the first of its kind community centre dedicated to female cancer patients and their wellbeing.

FUNDRAISE NOW





STEP 2

# SET A TARGET!

WE SUGGEST  
A MINIMUM  
OF 1,000 AED



## HAVING A TARGET CAN BE A GREAT WAY TO >>

- ✓ INSPIRE PROGRESS POSTS
- ✓ ENCOURAGE DONATIONS WHEN YOU'RE CLOSE TO A MILESTONE
- ✓ HELP YOU REACH AN AWESOME FUNDRAISING TOTAL ON THE BIG DAY!



# TELL YOUR STORY

Your story is the first thing people will see when visiting your fundraising page, so you want to make it as impactful as possible.

Do you have a personal experience or story to share? Has your charity impacted your life in a meaningful way? Let your donors know so that they can understand why your cause is so important to you.

Don't be afraid to pull at heartstrings as people are more likely to give if they feel an emotional connection with your cause.

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ADD PICTURES TO MAKE YOUR FUNDRAISING PAGE EVEN MORE PERSONAL. PHOTOS OR VIDEOS ARE A GREAT WAY TO ILLUSTRATE WHY YOU'RE FUNDRAISING AND INSPIRE PEOPLE TO SUPPORT YOUR CAUSE.





# STEP 3 START SHARING!



## ONCE YOU HAVE YOUR FUNDRAISING PAGE SET UP, YOU CAN START SHARING!

Sharing posts on your social media is one of the best ways to connect with people. Keeping these posts personal can help bring meaning to them, tagging your members in the posts so they can re-post and share them too will help spread the word!

Fundraising as a gym? You could also email your members with your gym or studio's fundraising link and attach your graphics and posts so they can create their own posts and links to share with family and friends.

Posters in your gym can be another great tool, and a great way for instant hassle free donations is to create and print QR codes from your fundraising page that will take people straight to your cause. Use an [online tool to download a QR code](#) of your fundraising link you can add to posters or print outs.



# STEP 4 THANK YOUR SUPPORTERS!

GIVING INDIVIDUAL THANK YOUS NOT ONLY MAKES YOUR SUPPORTERS FEEL VALUED AND APPRECIATED, BUT ALSO ENCOURAGES OTHER PEOPLE TO DONATE TO GET THEIR SHOUT OUT TOO!

You can also announce your fundraising total with a post to show everyone involved how much they've achieved.





# FUNDRAISING ASSETS



CHECK OUT DOWNLOADABLE ASSETS  
YOU CAN USE ON SOCIAL MEDIA OR  
PRINT TO SHARE YOUR  
FUNDRAISING LINK

[Social media posts](#)

[Posters](#)

[QR code tool](#)

DOWNLOAD HERE





GOOD LUCK!



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