

TIPS FOR A SUCCESSFUL BIRTHDAY PLEDGE CAMPAIGN

Your Birthday Pledge Campaign is off to a great start! Here are a few tips to help you gain the most from your Campaign:

- 1. PROMOTE!!**
Share your Birthday Pledge Campaign through email, your social media platforms and by word of mouth. Successful Pledgers have typically posted at least once a week in the month leading up to their Campaign, increasing this to several times the week before your birthday and especially on the day of your birthday!
- 2. SHARE!!**
Get creative! For example, create a Facebook Event page to promote your Birthday Pledge Campaign and challenge everyone to not only pledge, but to take up their *own* Birthday Pledge Campaign. Share your Facebook event page and/or your Twitter handle with us – we can help you to promote this. This will also work in our favour by creating awareness for new Birthday Pledge Campaigners!
- 3. NETWORK!!**
This is key! Network your Birthday Pledge Campaign amongst your family, your friends, your colleagues and any other communities/groups you may belong to.
- 4. INFORM!!**
Please let your donors know that, as an approved Public Benefit Organisation, we can issue Section 18A Tax Deductible Donation Certificates (TDC's) upon request for donations received - be it from a private individual or a business! TDC's allow donors to claim a percentage of the value of their donation from their taxable income, making it a win-win situation all around!
- 5. ADOPT!!**
Your Birthday Pledge Campaign is YOUR cause now! Please refer your network to our website (www.samast.co.za) to let everyone know *who* we are and *why* we need their support.
- 6. DONATE!!**
You could kick-start your own Birthday Pledge Campaign off by making the first donation yourself and then challenge your network to meet or better your pledge. You could also host a party or event whereby you have a tablet or computer set up for your guests to donate.
- 7. CHALLENGE!!**
Challenge your nearest and dearest to follow in your footsteps by doing what you have done - pledging their birthdays!
- 8. Have FUN!!**
Birthdays are a time for celebration and for having fun. So don't forget to have fun whilst campaigning! Be creative, challenge others and share what you have done with us and with your own network. You get to make our cause YOUR cause! Enjoy – and THANK YOU!