



Using video

Fundraising campaigns with pitch videos raise about THREE times more funds than those without! So, let's get started!

The good news is that if you've got an iPhone or smartphone, you can easily create and share a short video to inspire friends, family and workmates to support you on the Cherish Challenge.

10 tips for a great fundraising video

1. Before you film, listen to the environment around you. Make sure your voice is not competing with the wind, traffic or background conversations.
2. Watch the light. If you're outside, position yourself in even shade. If you're inside, face the light (e.g. the window), so your face is not in shadow.
3. Keep it brief – that's less than two minutes of video, please! We encourage you to film a series of short videos, rather than a long one.
4. Start filming before you start talking. That way your viewers won't miss anything you say.
5. Tell everyone who you are, why you need donations, and where the donations will go.
6. Be human! Your video doesn't have to be perfect. In fact, it will feel more authentic if it's not.
7. Ask for donations early and just before the end of your video.
8. Watch your video before you share it. Remember, you can always re-film it.
9. Share your video across all your social media platforms and most importantly, remember to ask for donations via text and include a link to your fundraising page.
10. Tag @cherishwomen and #CherishChallengeLarapinta2021 #CherishWomen so we can share your great work!



cherish women's cancer foundation