

BE THE
HOPE
PEOPLE
NEED

FUNDRAISING GUIDE



START AN ONLINE FUNDRAISER

Doing a bucket load of good is easy. Start fundraising for the Salvation Army's Red Shield Appeal Digital Doorknock!



1 SIGN UP TO FUNDRAISE

Visit digitaldoorknock.salvationarmy.org.au and click on the 'Start Fundraising' button to sign up and create an account.



2 PERSONALISE YOUR PROFILE

After signing up, select 'edit profile' to change and add a profile picture, set an ambitious goal and share your fundraising story. Tell the world WHY you are fundraising for the Salvos!



3 SHARE, SHARE, SHARE

Start telling your family, friends and networks that you've joined the Digital Doorknock and ask them to make a donation. You can do this by:

- Sharing your page URL (click on 'copy link')
- Sharing your page on social media
- Email your page
- Share your page via Whatsapp (on mobile devices)

Continue to share your Digital Doorknock page to request donations, thank your donors, and update your networks on your fundraising progress.

digitaldoorknock.salvationarmy.org.au

YOUR IMPACT

In FY25, nationally, The Salvation Army recorded an increase in the number of sessions of care provided to those in need



220,000 sessions provided to those impacted by addiction



Homelessness services provided more than **1 million nights of accommodation** to people at risk of, or experiencing homelessness



Assisted nearly 11,000 people with financial counselling via Moneycare program



Supported **over 12,500 adults and their children** impacted by family violence



Provided more than **80,000 sessions of care to 4800 young people**