

FAQ

WHERE TO START

Deciding on a hike. The hike you choose can be as challenging as you like. It might be a flat route that you enjoy doing with friends, or a challenging mountain to test your limits.

Being out in nature is a great way to clear your mind. The fresh air helps with the healing process whether it be recovering from illness or hiking in memory of a loved one. Your hike can be as challenging as you like, but more importantly it holds significance for you.

Pick a date and time in October that suits you. If you have any questions about organising your hike, please feel free to contact benitakaye@gmail.com.

Where can I register my hike and do I need insurance? Once you have decided on your hike and day/date/time, register your hike with Mummy's Wish. Once registered you are covered under Mummy's Wish insurance. Register here:

<https://mummyswish.org.au/register-your-fundraiser/>

Do I need a council permit? Depending on where you are hiking it might be a good idea to contact your local council or state government department to let them know your plans. This will ensure your event doesn't clash with another event or maintenance works.

What happens if we are in or go into lockdown? You can still complete a digital hike with your team via a video or phone call! Whether you walk the same distance on a treadmill or in your neighbourhood, you will still be taking steps to support mums with cancer.

Remember Captain Tom Moore raised \$42 million last year doing 100 laps of his garden!

FUNDRAISING

Where can people donate to support my hike? Once you have registered your hike with Mummy's Wish you will need to set up a [GiveNow](#) CrowdRaiser page for your hike [here](#). Make sure to name this page your team name.

When setting up your CrowdRaiser, make sure to

1. Name the page as your team name
2. Select Mummy's Wish Hike as the cause you are supporting.

Once this page is set up, you can send supporters the link to your page. They can donate via the 'GiveNow button' at the top of the page.



GiveNow

When should I set up my CrowdRaiser page? We recommend you register your CrowdRaiser no less than 2 weeks from the date you are planning your hike. This will allow plenty of time to tell people you are taking a hike to support Mummy's Wish and raise some money.

Is there a mandatory fundraising amount? No. There is no minimum fundraising target required. We believe that everyone who signs up for a hike is motivated to raise awareness for Mummy's Wish.

Can people donate money on the day of my hike? Yes! Our fundraising page will stay open until the end of November 2021, so people can make a donation on the day or even afterwards.

How much of the money raised will go to supporting Mum's with cancer? As a small charity that receives no Government funding, 100% of the money raised (minus platform fees) will go to Mummy's Wish where it is needed most.

How do I join an existing fundraising team? You either receive an invitation from the Team Captain of the hike or simply go online and register yourself and then search for a team you would like to join.

Can I edit my hike fundraising page? Yes. In fact, we recommend you do. Photos and personalised messages will help to tell your story and attract more donors and help reach your fundraising goal quicker.

HIKING

How far does my hike need to be? You can make your hike as challenging as you want it to be! The distance does not matter, what matters is raising awareness for Mummy's Wish by getting outside and being active.

Do you have any tips on taking a hike? We will provide tips on the facebook page. But we highly recommend you walk with a group, stay hydrated and let people know when you are going and expect to be back. Ideally you will remain within the phone reception area.

SOCIAL MEDIA

I shared my fundraising page on Facebook and it prompted me to add a donate button, should I do this? No. We recommend you only post your personal message with a link to your fundraising page. Facebook donations are handled by a third party and it is difficult to sync these donations with your hike.

Should I share photos / videos from the hike on socials? Absolutely! Sharing visuals before, during or after the hike is a great way to engage your network. Don't forget to tag Mummy's Wish so we can share your efforts with other supporters.

How do I get people to donate? Asking for money can be daunting. When you ask for a donation we recommend you make it personal. Try answering these questions as a starter to developing your story:

- Why are you taking a hike for Mummy's Wish
- What does Mummy's Wish mean to you?
- Is there any significance about the hike you are doing?
- How much money do you hope to raise?

Social media is a great way to share your story. Simply upload the link and provide your friends updates as you get closer to your hike. Make sure to add lots of photos to get people engaged with why you are hiking for Mummy's Wish. You can also share photos and videos during and after the hike.

Make sure you say thanks! The people who are donating to your fundraiser are helping to make a difference for Mum's with cancer and their families.

There are lots of fundraising ideas on the Mummy's Wish web page too.

Still can't find the answer? If you have any other questions please let us know at giving@mummyswish.org.au and we will get back to you as soon as we can!