

## Top tips about using testimonials

A testimonial is a story or message from someone who participated in a past event.

- Use gender specific testimonials, if your data shows the gender of your supporters
  - men for male donors, women for female donors. It is easier to relate to someone of your own gender when it comes to testimonials
- Testimonial stories can include:
  - o The fundraisers reason for participating in the event
  - o The reason for choosing to fundraise for the charity
  - o The positive emotions they felt about their achievement
  - o A special message for those considering, eg “You’ll always be proud of your achievement at the <Event Name>. Go for it!”
  - o Other tips that may be relevant to the specific call to action in the proposition.
  - o Don’t be frightened of statements from your subject that may appear tacky, over the top, cheesy or hyperbole. That’s the stuff that works!

Here is a great example from the GoFundraise platform:



**Jeremy Medlock**

Close at Friday, 21 June 2013

**Help me lose, so the animals win!**

Donate & share to show your support

[www.iloseandanimalswin.com](http://www.iloseandanimalswin.com)

I was diagnosed with aggressive bone cancer, osteosarcoma, on my 16th birthday, and underwent 76 rounds of chemotherapy to treat the cancer. In the end, the bones in my right leg were replaced with three titanium rods and I lost 80% of the muscle that had been wasted by the cancer. The remaining bones that I do have were weakened by cancer and I developed osteoporosis in both hips and legs, to the point that I broke both my ankles in 2009 after walking too hard on them. The result is that over the last few years I have struggled with not being able to exercise and my rapid weight gain. But no more! With the beginning of a new year, I am determined to now motivate myself to safely lose the 20kg that I am overweight with the help of my personal trainer and a healthy, balanced diet to have a healthy BMI. Anyone that knows me can tell you how passionate I am about animal welfare, so I am motivating myself but committing to raise as much money as I can for animal welfare. **Please help me reach my goals with a donation.**

Sydney Dogs and Cats Home is the council impounding facility for 11 different councils across Sydney, but unlike other council pounds, they keep the animal (at their own cost) beyond the required holding time. Their goal is to prevent the unnecessary euthanasia of healthy, loving, domestic pets, young or old, or with special needs by re-homing them and giving them a second chance at life. They pride themselves on not placing a time



limit on any adoptable animal, and every animal that is adopted is micro-chipped, desexed and up to date with vaccinations. The people at SDCH do an amazing job with the thousands of animals they receive every year, but the reality is that the Home relies on the generosity of a compassionate community to cover the cost for the animals, including medical care, while they patiently wait for their forever homes. So please help me out, and help the Sydney Dogs and Cats Home to deal with lost, abandoned and surrendered pets!

**For more information on the amazing site that they dog, look on their website**  
([www.sydneydogsandcatshome.org](http://www.sydneydogsandcatshome.org)) or their Facebook page ([www.facebook.com/sdch](http://www.facebook.com/sdch))

**To see more please visit Jeremy's page**  
<http://personalchallenge.gofundraise.com.au/page/MedlockJ>