



Fundraising ideas

Why Fundraise?

Despite all the doom and gloom the world around us presents, the gift of giving has become a big part of society's makeup and there is a greater emphasis and willingness to give to others less fortunate than ourselves. Fundraising is a big part of this new social awareness and there are literally hundreds of events organized each year that help to raise millions of dollars for charity organizations or individuals in need of our help. Whether it is fundraising for a well known charity like Guide Dogs or for an individual on a personal challenge the motivation and drive will be the same – not only to raise vital funds but to lift the profile and awareness of a specific cause.

Charity Challenges are just another form of fundraising but the rewards for both you as the participant and your charity are immense! Keep in mind you have chosen your particular charity for a reason so be passionate about the cause and the fundraising will be more rewarding. You are representing the charity and you will be its ambassador and promotional vehicle not only for the duration of the fundraising period but well after you return from your journey. The more you connect with the charity, the more drive and determination you will have to achieve your target. You are only limited by your own imagination; with enthusiasm, passion and proper planning your fundraising goal will be certainly attainable.

Just remember, when taking on a Charity Challenge.....

- Charities reap benefits not only from the money raised but from the greater awareness created by your fundraising – spreading the word is the key.
- Fundraising should be fun, a chance to get people together socially while helping out a great cause.
- Motivate yourself with the knowledge that not only will you be raising lots of funds for your charity but you will also be taking on an amazing physical challenge, immersing yourself in new cultures and making lots of new friends from the journey of a lifetime!
- Step outside the square, it's amazing what you can achieve!

Fundraising Ideas:

The list is endless; you are limited only by your imagination.

- Movie night - who doesn't like seeing a good film
- Trivia night – good venues are pubs, school halls or around your local community like the bowls club
- Wines sales – www.prospectwines.com.au
- Chocolate drive, especially around Easter time – go to Cadbury or Mars websites
- Sporting events - lawn bowls, golf day, tennis tournament
- Social evenings – disco, dinner dance, themed dinners eg. Xmas in July Ball, Masquerade Ball, End of Financial Year, Dancing with the Stars
- Casino or pub poker nights
- Day at the Races – country meetings are cheap and a fun day out
- Dinners – curry night, pizza/pasta night, bbqs
- Morning and afternoon teas eg pancake morning
- Fashion parades – approach your local shops, good advertising for them too
- Winery walk about
- Auction nights eg. Art, sport memorabilia
- Raffles – remember you may have to get approval if your prize is over a certain value
- Karaoke – again, good venues are pubs, school halls or around your local community
- Sausage sizzle, pie drive (e.g. great location is outside a Bunnings store but this must

- book well in advance)
- Sponsorship from work, other companies, family and friends
 - Work events can be endless and very easy to organise: raffles, pancake morning, themed lunches (a different dish from a particular region – fortnight basis and charge colleagues to have this lunch, everyone has to eat so will get a good response), casual days with gold coin donations, sport tipping competitions eg. Afl football, spring carnival races. Your colleagues or HR Department will normally be very keen to help you, it's also a good excuse for work "mates" to get together and feel good about contributing to a worthy cause.

Useful Tips

1. Network, network, network!!!!

Family and friends - it's amazing how far the word can spread through your own family and friends....and then their family and friends and friends of friends and so on.

Work

- Your colleague's family and friends
- Suppliers
- Notice board in the staffroom or kitchen
- Staff newsletters
- Pay slips
- Email
- HR department
- Staff meetings
- Reception desk eg. Chocolate sales, signs for upcoming fundraising events

Sports clubs

- Notice boards
- Training nights
- Family and friends

Local community

- Shops and other local businesses

- Library

2. When organizing an event some things to keep in mind:

- Try and get products, services and prizes sponsored so that you will make more profit from ticket sales
- Make entrance/ticket prices affordable to attract more people to your event
- Promote the event as a chance for a fun social gathering, in other words a night out
- Overlap with a local event
 - ❖ Wine and food festival
 - ❖ Particular season
 - ❖ Fashion week
 - ❖ Comedy Festival
 - ❖ Spring carnival
- Promote your fundraiser well in advance and try not to hold it over a long weekend or festive holiday as people often go away and don't want to disrupt their travel plans
- If hiring a venue ask if you can use their mailing list to send out an invitation to as many people as possible.
- Take advantage of your local newspaper to promote your fundraiser and talk about your cause. People like to read a "feel good" story about someone in their own community helping others or taking on an amazing challenge. It is a great means of free advertising and creates good exposure for your chosen charity. Local papers such as The Melbourne Weekly also run a free charity listing section, where a person holding a particular event can advertise free of charge for the month leading up to the fundraising event.
- Past participants - use their knowledge and ask what worked or didn't work for them when they were organising their own fundraising events.
- Make use of your Charity's resources. The Cancer Council Victoria for instance has good promotional materials such as posters that could help you advertise your upcoming event as well as dedicated staff that can help you when organising an event.
- Be clear about why you are fundraising as people get asked all the time to give to different, but equally as important charities. Therefore, you must be upfront about where the money raised is going but also be passionate and explain to people just how much can be raised through these challenges and the exposure that your charity will gain – it certainly is not a "free holiday"
- Set up your own website to promote your fundraising event and even ask family or friends if you can add this link to their websites – it's all about exposure and getting as much of it as possible. For a good website to set up your event details go to

www.freewebs.com, it's free to use and user friendly. An example of an event set up through this website is www.freewebs.com/christmasinjuly

- When sending out reminders for your upcoming event encourage people to make a donation if they are unable to attend on the day/night of your event. Attach a donation form in addition to the invitation and mention that it will be tax deductible for any donations over \$2.00 - always give people a further incentive to donate.
- Make your fundraising total realistic. Think about the time you have allowed to fundraise, remember the more time you give yourself, the better; what other commitments do you have in your life; what charity events you may be up against during your fundraising campaign; how wide is your network and what is your main target audience (for instance, think about how much can people afford when you are setting ticket prices for an event)

Timeline

When establishing a timeframe to reach your fundraising target you must consider the following:

1. Allow enough time to organise your fundraising – six months should be a minimum
2. Give your potential sponsors and donors plenty of notice for upcoming events.
3. When deciding if you will try to reach your fundraising target through smaller functions or from one/two large events, consider what other commitments you have at the time (family, work, sport)
4. Public holidays, school holidays or other festive holidays that may impact on your fundraising time
5. When is your **final payment** for the Charity Challenge due

More fundraising ideas:

www.fetesandfestivals.com.au

www.fundraising.com.au

Your own charity website – e.g. <http://www.mschallenge.com.au/>