

Community Fundraising A Fundraiser's Tool Kit



Thank you for choosing to fundraise for ChildFund Australia through your community, school or work place.

This Community Fundraising Tool Kit contains all the information that you'll need for your fundraising and includes:

1. Get organised
2. Create a web page to collect donations
3. Fundraising tips and ideas
4. Information about ChildFund Australia to promote your fundraising
5. Methods of payment
6. Template letter for businesses to get their support
8. How much money can make a difference

The money that you raise will be used to help children and their communities by creating lasting and meaningful change that supports long-term community development and promotes children's rights.

If you have any questions or would like to discuss your fundraising, please our Community Fundraising Officer.
Phone: 1800 023 600
Email: info@childfund.org.au

ChildFund
Australia

1. Get Organised

Now that you have decided how you are going to raise money for ChildFund, here are some ideas to help you get organised.

Choose a date

Start by selecting a date for your event. Make sure it is not too soon or too far away – you need time to organise the event but you don't want to lose momentum from your supporters.

Budget for your event

Make a list of who you are going to approach for donations. Include all your friends, family, colleagues and all the many businesses that you regularly use personally and professionally. Also include your employer as businesses often support the charitable efforts of their staff.

Then make a list of all the things that you need to pay for (if anything). Think about printing and photocopying flyers, creating posters, prizes, tickets etc.

For an event to be approved by ChildFund Australia, it must provide a reasonable return on investment and you must disclose the portion of money raised that will actually reach ChildFund Australia.

Organise others

Make a list of who can help you spread the word. Ask them to help you organise events and tell their networks about your challenge. They could organise a small event like lawn bowls or simply forward your email to their network of friends.

Also think about how your local community can help you; local

businesses and community bulletin boards can display flyers, publications can feature an article about your fundraising, local groups such as schools clubs and sports teams can also spread the word.

Make a time line

Countdown from the event day and create some milestones for your fundraising. Plan dates to send reminder emails to everyone like “six weeks to go and I need your help” or “time is running out to make a difference, only two weeks to go – donate today” messages.

In your time line, include updates to your supporters and those who have yet to make a donation. Update them on how you are preparing, how much people have donated and even a big thanks to the person who has donated the most since your last update. Updating your network is easy – just update your Hero page and then forward the link to everyone. (See page 3 for more information on Everyday Hero)

Organise sponsorship

Ask a business to sponsor your event. For a large donation you could feature information about their company on your web page, wear a t-shirt with their logo on the event day or allow them to feature flyers at the event.

Thank your donors

Each time someone makes a donation, make sure you thank them as each donation makes a difference. If you know the donors well, ask them if they can send the link to your hero page to their networks.



Harmony Day provided Malabar Public School with the perfect excuse to start some fundraising for the year. Students celebrated by wearing orange and joining a special assembly where they could make a gold coin donation to help children in poverty. The day was well planned with communications going to parents well in advance.

Another fundraiser, who is hoping to raise \$6,500, has planned numerous fundraising events both large and small. The plans include a sausage sizzle, a small raffle, sponsoring their Jeep out for advertising for 12 months and they are considering either a trivia night or golf day.

Organising so many events is possible when they are shared amongst friends to manage!

2. Create a fundraising web page to collect donations

Collecting money for your fundraising event can be as easy as creating your own personal fundraising webpage and emailing it to your network of friends and family. The key is letting everyone know what you are doing and providing an easy way to donate.

ChildFund Australia has partnered with Everyday Hero to provide fundraisers with a simple and effective way to fundraise online.

Donations are made online and receipts are automatically issued to your supporters which makes it easy for you, while also reducing the administration costs at ChildFund Australia.

How it works

You create an individual fundraising “Hero” page, which explains to people what you are raising money for and your target.

Your supporters go online and make a donation to help you reach your target. Every individual making a donation receives an electronic tax receipt via email from Everyday Hero.

You can view the running total of donations at any time by viewing your Hero page.

At the end of every month, all of the donations made to you are electronically transferred to ChildFund Australia.

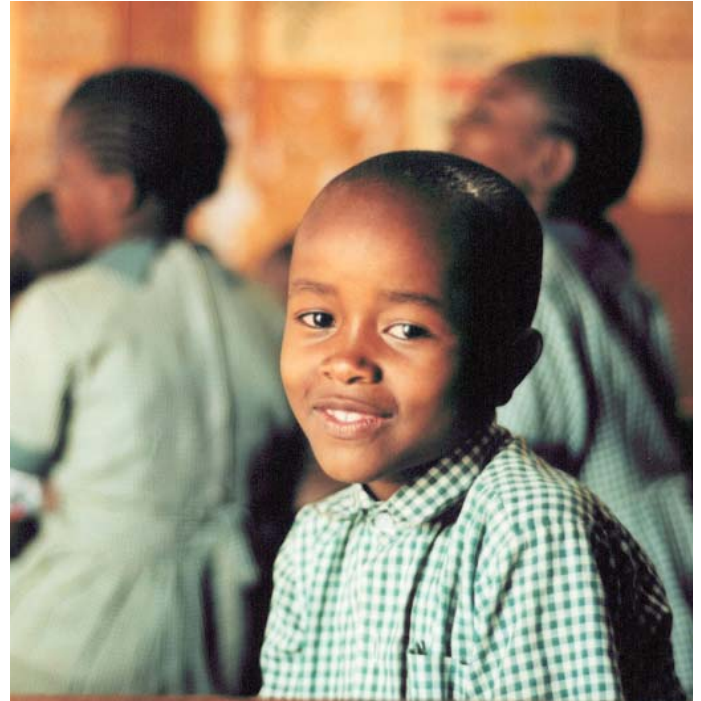
Setting up a Hero page

Go to the Everyday Hero web page – www.everydayhero.com.au

Select the “Create your fundraising page” button and follow the three simple steps. Don’t forget to select ChildFund Australia as your chosen charity!

To make your Hero page as effective as possible, think about how you can make your page really compelling. People like stories, and they will be motivated to donate more if you explain why you are fundraising, what will be involved, who you will be helping and why this is an important cause for you. It needs to come from the heart.

**Note Hero pages can only be used for tax deductible donations. See page 4 for more information.*



Why Online Fundraising Really Works

It’s personal

You can upload your photo or a video plus you can write your own personal message on your Hero page.

It’s easy to update

As you progress with your preparations and fundraising, you can update your message and photo. Let everyone know about your update by resending a link to your page. Resending the link with your update will also work as a reminder to make a donation.

Donations update instantly

Each time someone makes a donation on your page, the total amount raised automatically updates so you don’t have to update it manually. You can just sit back and watch as the amount raised grows.

Avoid rewriting information

Once you are happy with your Hero page, link it to your social network sites. The link stays the same so you only have to update your Hero page. Link your page to Facebook, Twitter, My Space etc.

3. Fundraising tips and ideas

Tell your friends and family first

Email your close friends and family first before asking others. People tend to match the donations already made so you want to start with your most generous supporters first!

Use your own email as well as the facility on the Hero page

Copy and paste the URL from your Hero page into your own email system and use this to contact your supporters. This way you'll be able to contact more people simultaneously and also set up email groups. Cast your net wide – don't forget old friends and colleagues, clubs or groups that you are part of and any business contacts.

Change your signature

If you can, why not change your email signature on your work/home email to include a link to your Hero page.

Ask again!

Reminders work! People often need a nudge to get them into action. Update your Hero page from time to time, for example, let people know how your marathon training is going or how close you are getting to your target, and send the updated link out in a follow up email.

Make a poster!

Create a flyer or poster and stick it up around the office, at the gym, local school, post office or wherever you are permitted.

Ask to be included in newsletters and on websites

Businesses love supporting charities. Think about all the businesses that you regularly deal with and ask them if your story can be included in the next newsletter and on their website. You can even ask your local newspaper. Ask your employer if they will match the amount of money that you raise!

Keep fundraising even after the event is over

It's surprising how many donations are received after an event has finished, so don't stop. Update your Hero page once more and email it to everyone as a reminder to everyone who supported you and didn't.

Create a Hero page!

It's easy to create your hero page and it can complement any fundraising event through helping you collect donation and spread the word about your event.

Don't forget to mention your web page!

Whilst you are fundraising, or if you have any interest from the media in your challenge, make sure you tell people about your Hero page and give them the URL.

Bring your passion

Being passionate about your fundraising is infectious. Your passion can motivate others to help you with events and increase donations too. You can never be too passionate!



Tax Deductibility?

Understanding if a donation is tax deductible is easy.

Tax Deductible Donations

When a donor receives nothing in return for their donation, it is a tax deductible donation.

- Donations on your webpage
- Gift registry donations
- Company matched donations
- Corporate donations
- Donations to your cause

Non Tax Deductible Donations

When a donor receives something or the chance to win something, their donation isn't tax deductible.

- Donations for Morning Tea
- Purchase of raffle tickets
- Event tickets for a show
- Sales of items (cakes, sausage sizzle etc)

If you have any questions about tax deductible donations please contact our Community Fundraising Officer for more information.

4. Information about ChildFund Australia to promote your fundraising

When you are promoting your event or charitable work, don't forget to mention where the money you raise is going and how much of a difference each donation can make. Below are some paragraphs about ChildFund Australia and how each donation can make a difference. You can copy and paste these to use on your web page, emails, letters etc.

About ChildFund Australia

Under 10 words

ChildFund Australia works to improve the lives of children.

Under 50 words

ChildFund Australia is a child-focused, not-for-profit organisation that works directly with community leaders and families to create lasting and meaningful change. By empowering people to voice their needs and supporting them to address the issues that affect their daily lives, ChildFund is actively supporting sustainable community development.

Under 100 words

(add this paragraph to the above)

ChildFund strives to make the world a safer, healthier and happier place for children by designing programs that support long-term development aimed at achieving self-sufficiency. ChildFund Australia is an independent, non-religious, non-political organisation that never discriminates and works wherever the need is greatest, irrespective of religion, ethnicity or gender.



What can your donation do to make a difference?

To eliminate poverty with ChildFund Australia, your donation can make a difference to a child, their family or the entire community. Here are some examples of where donations are used at ChildFund Australia.

- \$11 can buy a chicken to provide eggs and an income to a family in Cambodia.
- \$38 can provide a school bench and desk for kids in Sierra Leone.
- \$59 can provide four pairs of glasses for children in Sri Lanka.
- \$99 can give Ethiopian families apple and peach seedlings to secure their income for education, health and more.
- \$225 can provide a mobile vegetable stall for a family in the Philippines.
- \$504 can sponsor a child for a year.

Make a donation to my fundraising event today, to make a difference to vulnerable children who live in poverty.

5. Methods of payment

If you are fundraising using Everyday Hero, your donations will automatically be transferred to ChildFund Australia and your supporters automatically receive a receipt. However, if you are doing other forms of fundraising this section details the various methods of payment that are available.

With all methods, if the supporter wants to receive a tax receipt, they must provide their name and address. If the name and address of the supporter are not supplied, a receipt cannot be issued.

Please return all donations with a Fundraising Donation Note.

Dear Fundraising Officer,

*Please find enclosed a donation in support of (insert your name)'s fundraising event, (insert name of event).
Could you please send me a receipt for tax purposes? My details are included below.*

Name: _____

Address: _____

Phone: _____

Amount: \$ _____

Payment method: Cheque/Money order/EFT

Thank you

1. Cheque or money order

Cheques or money orders should be made out to ChildFund Australia. They must be accompanied by a fundraising donation note.

Cheques should be sent to:

ChildFund Australia
Level 8, 162 Goulburn Street
Surry Hills NSW 2010

2. Credit Card

Credit card payments can be made by phone to ChildFund Australia on 1800 023 600. The caller must state that the donation is for your event and provide your full name.

3. Electronic transfer from a bank account (EFT)

a) The transfer description must read as "Fundraising_Event, Your_Name" for the payment to be tracked and receipts provided.

b) Every electronic transfer must be accompanied by an emailed "Fundraising Donation Note". Please email Jojo Cheng at jcheng@childfund.org.au

Details for your EFT transaction

Bank: Westpac Banking Corporation
Branch: 275 George Street, Sydney NSW
BSB: 032-013
Account Number: 250910
If required, swift code: WPACAU2S

We have designed a simple flyer that you can personalise and give to all the businesses that you frequently visit. The business flyer gives the reader all the information they need to make a donation towards your fundraising – either online, by cheque or electronic transfer.

The flyers has been created in Word so it is easy to personalise and it will print two flyers on each A4 page. Contact the Community Fundraising Officer to obtain your copy.

6. Template letter to businesses for their support

Approaching businesses for their support can be really rewarding. We recommend approaching businesses that you frequently visit. Adapt the below letter to meet your needs and personalise it to include as much information as your challenge as possible.

Dear <Favourite Company>,

It is with great pleasure that I inform you of my charitable efforts to raise money for children who live in extreme poverty around the world.

On <10 October 2009>, I will be competing in the <city marathon> to raise money for ChildFund Australia and I would be proud if <Favourite Company> would support me in this challenge. At the time of writing this letter I have raised <\$470> but need to reach my target of <\$1200> and to do this I need your help.

I have created a web page that contains all the details of my fundraising and event preparation. I will continue to update this page in the lead up to the challenge. Please take a look <www.everydayhero.com.au/ilovefundraising>. Your donation would be greatly appreciated.

I would like to ask <Favourite Company> to sponsor me in this challenge. Your sponsorship could either be a fixed donation or you could match the total funds that I raise through my fundraising. Which ever option your choose your donations can be made through my web page or by cheque made out to ChildFund Australia.

Your donation can make a real difference – did you know a donation of \$504 can sponsor a child for a year, which benefits the child, their family and the community?

If there are any other ways that you can support my fundraising, please let me know. I would be grateful if I could include a message in the next company newsletter, on the intranet or a message included on all employees' payslips. I can provide you with all the information and photos and would be happy to be interviewed about my charity challenge.

<Favourite Company>, your assistance in raising <\$1200> is vital to saving children who are suffering from extreme poverty.

I look forward to hearing from you soon.

Regards,

<Favourite Fundraiser>

Phone: <9876 5432>

Email: <ilovefundraising@hotmail.com>

Donate: <www.everydayhero.com.au/ilovefundraising>

7. How your fundraising can make a real difference?

Every dollar you raise really does make a huge difference to children who live in extreme poverty around the globe. Here are some examples of what the money from your fundraising can provide.

- \$504 can sponsor a child for a year
- \$720 can provide a cow to a family in Sri Lanka
- \$1,499 can provide a library for hundreds of children in Vietnam
- \$10,000 can provide a borehole in Africa
- \$15,120 can sponsor 30 children for a year

As each donation is received by ChildFund Australia it will be allocated to the project that is most in need which could be an emergency feeding program, construction of boreholes or providing hygiene and sanitation education to prevent disease.



Your fundraising event can help create lasting change for many children who live in poverty around the world.

At ChildFund Australia we love hearing about the creative ways that our supporters raise money. If you have a good story to tell about your experience, or some expert fundraising tips that you want to share with other fundraisers, we would love to hear about them all. Please email your fundraising story to our Fundraising Officer at info@childfund.org.au

Thank you