

Fundraising

Guide

13 pages of handy hints!

When women benefit, the whole community benefits.

Getting Started

Nervous?

Whether you are aiming to fundraise \$500 or \$5,000, the task may seem very daunting at first. However, with focus, determination and enthusiasm you'll reach your goal in no time, while having some fun along the way!

Tips for Successful Fundraising

Before you do any fundraising, you should first take the time to develop and write a Fundraising Plan.

Think about what you are passionate about, what skills you have, what skills and interests your family and friends have, how much time you have to devote to fundraising. The more you draw on your strengths and interests, the more you will enjoy the fundraising experience!

Why write a Fundraising Plan?

It will:

- ★ Avoid wasting time and money
- ★ Clarify your aims
- ★ Ensure your aims are realistic
- ★ Encourage creative fundraising ideas

Some questions to ask yourself...

When writing your fundraising plan, consider:

- ★ What sort of contacts do I have? What are their interests? The most successful fundraising events are the ones people go to for fun, not fundraising!
- ★ What are **my** interests? If you do things you can get excited about, the whole challenge experience will be much more enjoyable!
- ★ Is there demand for my ideas? Are many similar things happening in my community, social group, etc.?

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- ★ What sort of prices can I charge? It's important to know what your supporters can afford.
- ★ Who can help me fundraise? Remember time contributions can be just as valuable as financial help.

Who you can target

Many of us do not realise how many potential targets and contacts we have. This list may include:

- ★ Friends and family
- ★ Colleagues, employer, employees or clients
- ★ Local businesses
- ★ Neighbours
- ★ Your community groups, church or school community
- ★ Any sporting or health club you may be involved in

There is no harm in asking... If you never ask, you'll never know!

- ★ Be assertive! Become comfortable with asking and getting a 'no'. For every 'yes' you will get a few 'nos' – this is normal, don't let it put you off!
- ★ You are raising funds for a cause you believe in, so be enthusiastic and informed. Potential sponsors may want to know where their money is going, so be prepared with some answers. For information about IWDA, see the 25th Anniversary Fundraising Pack or go to our website (www.iwda.org.au) for examples of our work.
- ★ Email lists and old address books can be an important fundraising tool. It's a good excuse to get in touch with old friends while working toward your fundraising goal.
- ★ Is an idea worth your time and effort? If you are only making a small profit from hours of work, you could be wasting valuable fundraising time!

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Ideas and ways to raise money

When thinking about how you're going to achieve your fundraising target, be creative and explore new ideas, but remember the old tried and tested ideas. They provide a framework, they are popular, and they work!

Think Small

Biscuit, Lolly and Cake Drives (DIY)

There is something about the sweet aromas of a cake stall! There is no doubt that they are a big success at fetes, markets (find out more about community markets from your local council), Saturday sport events and workplaces. If you're skilled in the kitchen this is a simple, fun and easy way of raising some funds. You could ask for donations of milk, flour, sugar, eggs etc. Or price your delicious treats to cover the cost of ingredients.

The key to a successful cake drive are plenty of goodies, lots of passer-bys and advertising. Don't forget a variety of scrumptious goodies helps (you could ask friends and family to help with the baking). As well as selling individual sweets, you could even have pre-ordering so that patrons can buy an entire cake or a dozen cookies to take home for the weekend. This is an ideal opportunity to make extra money, especially if you are holding the stall/drive at your workplace.

For health and safety purposes make sure you have a list of ingredients for each type of sweet.

Chocolate Drives (Commercial)

This is an alternative to the previous suggestion, which can be very popular and profitable, many people have raised up to \$1,000 this way.

Take a box of chocolates to work and send around an email to let everyone know they're there. You'll soon find your colleagues can't resist helping you fundraise. You can also ask friends and family to take a box of chocolates to work...or buy a few for themselves.

Many confectionary companies and fundraising consultants provide confectionary pre-packed and ready for you to sell to family, friends and colleagues. Usually, you only have to pay for the chocolates you sell. So, if you don't get many buyers, you haven't wasted money or time.

Suppliers include:

Mars Fundraising: Mars Bars, Snickers, Maltesers, M&Ms, Starbursts. A profit of between \$20 and \$24 for each box sold.

<http://www.marsfundraising.com.au> or call 1800 035 000

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Cadbury Fundraising: Chupa Chups, Freddos, Crunchies, Cadbury chocolate bars. Also a profit of between \$20 and \$24 for each box sold.

<http://www.fundraising.com.au> or call 1800 809 444

Look in the Yellow Pages under 'Fundraising Equipment &/or Supplies' for more business that can assist you with a chocolate drive.

Cook Lunch or Brunch

Cook lunch or brunch at your workplace once or twice a week. People will appreciate something different in their break time. Pricing is up to you, but make sure it's no more than people would normally spend on lunch, perhaps \$10-15.

A Market Stall or Garage Sale

A market stand is a great opportunity to spring clean while making some extra cash toward your challenge goal. Or if you're artistic why not make something and sell it at your stand! While you may have to pay a fee for the stall, the stall is sure to raise money. Make sure you clearly sign the stand as an IWDA fundraising event and where the proceeds go (it might also be helpful to have information about IWDA on hand). It may bring sympathetic purchasers or donations, and it is also free advertising!

More Small Money Making Ideas...

- ★ With a little money and a touch of creativity, you can make fabulous greeting cards to sell at work or to friends and family.
- ★ Organise a casual day at work. If you have a workplace of 200 people, with everyone putting in \$2-3 to wear casual clothes, you can make \$400-600 for very little effort. If you run these days every month for five months, you can make \$3000!
- ★ Hold a coffee morning or afternoon tea at home and ask for a donation. It is a great way to catch up with friends while enjoying some yummy cakes and coffee.
- ★ Do you know anyone who can't stop swearing around the office? A swear jar is a great way to raise money, or you can adopt this idea to fining people for other things like being late or leaving their mobile phone on during meetings!

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Medium Money Makers

These ideas require a little more time and a little more work, but they provide a much bigger payoff!

Custom Label Wine

An alternative to the chocolate drive, this is a great idea if you know lots of wine buffs. Several businesses offer quality wines at reasonable prices and will label them for you for a minimal price. You can use the label to support International Women's Day.

If you decide that fundraising with wine is for you, here are some additional points to consider when you contact a business. Do you have to organise your own labels? Size of minimum orders? Are order forms for you supporters supplied? How are credit cards processed? Delivery or pick-up (and costs involved)? Can unsold wine be returned? Suggested selling prices (what is your profit margin)? Ask the supplier about liquor licenses (generally you won't need one unless alcohol is consumed at point of sale).

Movie Night Fundraiser

Book into a movie theatre, organise a group of friends, and charge a premium on tickets. It is as simple as that!

How to make it happen: contact your local cinema and ask for a quote on bulk tickets. Make sure you tell them that it is a fundraising event, they may be willing to lower ticket prices even further. Then set a date and a film and start telling people about it as soon as possible. You can either choose to price the tickets below the normal price to get more people to participate or if you think you have got enough support, price the tickets at a premium. If you pick a movie you think your friends will see anyway, you've got a winner! If you hold it on a discount ticket night (usually a Monday) you can make even more per ticket.

Make sure you can get at least twenty people for your movie night as this is the minimum requirement for most cinemas. Try for a local independent cinema, as they are likely to be more flexible with session times and numbers.

Promise Raffle

Ask people you know (or just you) to donate a form of assistance that people could use. Sell raffle tickets for that promise of assistance at about \$5-\$50, depending on the amount of labour required! Keeping the price high will mean less raffle tickets are sold, mean more chance of winning, and that more money is raised.

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Examples of assistance include: childcare, a day of house or garden work, a dinner date or a personal training session.

A Benefit Show

Many bands will agree to play a benefit show for free or a minimal cost. Having a contact helps, but its still worth approaching any small band you'd like in your fundraiser.

There are also a lot of venues that support local music. They may be willing to host your band for a minimal cost and make their money from drinks. You can also ask the venue if they'll help promote your event.

Gourmet Dinner Party

For those of you with cooking skills, why not hold a brunch, luncheon or dinner party? You could hand out invitations, complete with a menu of the gourmet delights that await your guests.

How much you charge per person will depend on how much you spend on ingredients and how much you think your guests can afford. Remember the price of a main course at an *a la carte* restaurant can reach as high as \$40 or \$50, so if you are going to a bit of effort don't be afraid to cost accordingly.

Getting ambitious...Hints and tips for the BIG events

While almost any event can be turned into a large fundraising event, the following suggestions have proved to be very successful and very profitable.

Some BIG ideas!

- * Trivia Night
- * Karaoke Night
- * Fun Run
- * Poker Night
- * (Mini) Golf Competition
- * Fashion Show
- * Auction Night

Organising a big fundraiser is a significant commitment of time, resources and energy, but the results can be well worth it! When you feel ready to get a little more ambitious, read the following hints and tips. Hopefully they will provide you with some key information and motivation.

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Tips

- ★ Budget, plan and be prepared!
- ★ Budgeting means planning out what you have to pay for, what can be donated and whether the eventual return will make it worthwhile.
- ★ Get creative! A new idea or a twist on an old one will stir up interest in your venture and attract more people, sponsors and supporters.
- ★ We are here to help you. Keep in mind that IWDA can help with promotional materials, including posters, banners and information about IWDA, and brochures on our organisation.
- ★ Who do you know? Don't be afraid to use your contacts.
- ★ Publicise yourself! What you are doing is worthwhile and interesting. Community newspapers often cover people doing similar challenges. They may run a feature on you, particularly if you are doing something a little different. This will not only help promote your fundraisers but it could also attract sponsors.
- ★ Keep your target audience in mind and advertise accordingly.
- ★ Research! For example, when considering possible venues take account of suitability, availability, cost and how far in advance you need to book. Remember to use your connections; you could use a school/church/community hall, your own or someone else's house.
- ★ If you are sending out invites and charging an attendance fee, let people know where their money is going. Use the event as an opportunity to give yourself and IWDA a plug.
- ★ Value add! One event can be used for many fundraising opportunities. Past IWDA supporters have made more money on top of the entry fee, from silent auctions and raffles for prizes donated by local businesses and other sponsors.
- ★ Target everyone you know, not just family and friends. Talk about your activities with every person you come into contact with on a daily basis. These people cannot only sponsor you with money, but can donate goods and services.

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Profiles of Successful Fundraisers

Lucy's Trivia Night

Lucy organised a very successful trivia night. She used her connections with a local football club to organise a venue and promotions. Lucy already knew most of the members so they happily became her fundraising participants.

Lucy charged \$20 per person and made sure her audience got value for money by hiring a professional trivia agency. Hiring a professional did mean costs were higher, but the polish it gave the night ensured a good time was had by all, which led to more funds raised! Generally the more fun people are having, the more generous they'll feel. Lucy capitalised on this goodwill by integrating auctions and raffles into her trivia night.

With the entrance fee and value add-ons, Lucy's trivia night turned out to be a huge success, with 140 people attending, she made over \$3,500!

Anne's Themed Party

To help reach her fundraising target Anne organised a Bollywood themed party. She charged an entry fee of \$15 dollars per person, providing finger food, door prizes and entertainment. Through her connections with a Bollywood dancing school, she organised experienced dancers to perform and even give a few lessons on the night. The venue was provided at a discount rate through her work connections, with the bar an additional cost for patrons. 100 people turned up on the night and with value-add ons, including raffles and auctions, Anne made over \$2,500.

Luke's Day of Bowls

Luke raised over \$1,000 dollars profit by organising a day of bowls. He managed to reach this target by booking out the bowls club house, charging \$30 per person (52 attended) and providing all the food and bowls, with drinks extra. He also managed to value-add on the day with a raffle and a silent auction.

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How to Get sponsored

Sponsorship can help you reach your fundraising goal in a number of ways:

- ★ Directly contribute to your fundraising goal, by approaching individuals, clubs and businesses for cash donations
- ★ Reduce the money you spend on auctions and raffle items by approaching businesses to donate goods and services
- ★ Minimise the money spent on events by approaching businesses to donate goods and services that can be used during the event (e.g. food, drinks, tables, chairs, discount on the venue, etc.)

Be a fearless fundraiser!

- ★ Don't take rejection personally; some people will say 'yes' and some people will say 'no'. This is normal, so keep persevering!
- ★ Get personal. The more you can ask for *in person*, the better. Supporters are more likely to respond to a personal approach than an email or letter, especially for big gifts.
- ★ Make it easy for people to donate by carrying your donation slips everywhere. Talk up your fundraising initiatives whenever you can, especially when people ask what you have been up to.
- ★ Emphasising tax deductibility can get you bigger donations. Donations over \$2 may be tax deductible (check guidelines in Fundraising Pack).
- ★ Give examples of what their donation can support. People are more likely to give if they can see a concrete outcome from their generosity.
- ★ Thanking anyone who supports you is essential. The more personal you make it, the better. Send a short email, a handwritten note or a card.

Who can be your sponsor?

Anyone can be a supporter so think BIG and approach a number of sources.

Your employer: Confidentially ask your employer if they would like to sponsor you, emphasising the tax deductibility of any donation made. Many businesses put aside money for charitable causes. You could also ask your employer to 'match' any funds you may raise at work. Also, think about any other business contact you may have, such as clients or suppliers.

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Cold contact businesses: If you do not have any existing contacts in the business community, you may find it useful to approach small, medium, or even big businesses. Smaller to medium sized businesses in your community are your best starting point.

Community Groups: Approach your district Rotary Club or Lions Club. They often support people in their communities. Offer a presentation to explain your fundraising initiative, what you will be doing and what IWDA does.

Approaching Potential Supporters

- ★ First, be prepared! The more organised, informed and prepared you are the better the impression you will make. Think about who you want to talk to and what you're going to say. Approach them in person as often as possible. Following up is always a good idea if they've shown any interest.
- ★ Think about putting a short document together, which summarises the *who, what, when, where* and *how* of what you're doing. Explain how you'd like them to help – giving them specific ways they can assist you to avoid any confusion.
- ★ **SELL IT!** A business is still a business, even if they are willing to donate to a good cause. They will want to know what is in it for them, besides a tax deduction – the more attractive you can make it, the more likely they are to help out.

What YOU can do for a potential sponsor

- ★ Get your supporter's logos seen. Put your sponsor's logo on all your correspondence and promotional material, including letters, emails and posters.
- ★ Offer to do a talk to their staff during lunchtime or another event.

Important considerations when organising sponsorship

- ★ It is important to understand the relationship you are creating between your sponsor and IWDA. They are sponsoring *your* IWDA event. They are not considered to be a direct sponsor of IWDA, but are supporting you, who is in turn supporting IWDA. It is important to make this clear.

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Public Liability Insurance and Permits

Public Liability Insurance takes the guesswork and stress out of fundraising events. The good news is we provide it for you free of charge for your fundraising events.

To be eligible for this cover, you will need to let us know the date for each event you would like cover for and provide us with a brief description of each event. We then pass this information onto our insurance company. Please allow *at least a week* for us to do this.

Please note that we **cannot cover you for high-risk events**. For events such as trivia nights, dinners, poker nights etc., we can cover you. But if you want to do something high-risk such as skydiving or bungee jumping, we will not be able to cover you. Also, please be aware that insurance covers you for fundraising only.

Permits

You would be surprised at how many things need a permit. For this reason its worth asking before organising any event if it might require a permit. If you are doing something with alcohol, what are the licensing requirements?

For more information on liquor licensing requirements go to: www.consumer.vic.gov.au. For food handling, what are the food handling regulations? If you are organising something in a public place will you require a permit for that? Your local council is a good place to start for these answers.

If you want to run a **raffle** this is usually possible, but you will need to talk to us first so we can grant you special permission. This is because gaming legislation is complicated and varies from state to state.

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Sending money

Fundraising money can be sent to IWDA as a cheque or money order.

When sending money make sure you include:

- **A summary of money fundraised**
- **A donation slip for every donation you have collected**

Send to:

**IWDA
PO Box 64
Flinders Lane
Victoria, 8009**

For further information please see the Banking Instructions document, available in the 25th Anniversary Fundraising Pack, from the IWDA website or by contacting IWDA

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