



Thank you for joining us to support women in developing countries by celebrating International Women's Day with an event of your own!

Hosting your own event is easy! Simply invite your friends or co-workers to share an occasion with you – a movie, a dinner, a picnic or a different kind of event that takes your fancy. To raise money for IWDA, attending guests can donate the money they would usually spend on 'going out' to IWDA instead. Easy, fun and worthwhile!

We recognise that women play a critical role in ensuring the success and growth of their communities. By hosting an IWDA event, you too are recognising women are essential to the well-being of society and celebrating the work of women worldwide with IWDA.

To help you organise your event, this pack includes:

- Host Registration Form and Fundraising Agreement
- IWDA Overview
- Banking instructions
- Event Checklist and Questions Answered
- Donations Coupon, Donation Summary and Donation Return Form, and
- Host Evaluation Form

Prior to undertaking any fundraising for your IWDA event, please complete the IWDA Fundraiser Agreement which is included in this pack. After signing and returning this agreement, you will receive a Permission to Fundraise letter from IWDA. Once you have received this letter, you are authorised to fundraise at your event.

If you have any further questions please don't hesitate to contact us.

Good Luck and Have Fun!

When women benefit, the whole community benefits.



Host Registration Form

Thank you for joining us in celebrating the work of IWDA's partners and International Women's Day.

Your fundraising is crucial to IWDA's continued support of women, girls and their communities in Asia and the Pacific.

Host Name: _____

Date of Event: _____

Type of Event (if yet known): _____

Mailing Address: _____

Event Address: _____

Phone Number: H: _____ M: _____

Email Address: _____

Please return both this form and
the **Fundraising Agreement** form to IWDA
at least two weeks before your event.

This is so we can send you the fundraising approval letter
required to fundraise on behalf of IWDA.

Thank you!

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Level 4 / 225 Bourke St Melbourne PO Box 64 Flinders Lane VIC 8009 ABN 19 242 959 685
TEL: 61 3 9650 5574 FAX: 61 3 9654 9877 EMAIL: iwda@iwda.org.au www.iwda.org.au

Fundraising Agreement

Terms of your permission to collect money on behalf of IWDA

Thank you for registering to raise money for International Women's Development Agency (IWDA). Your active support is valued and appreciated.

As you will be collecting money from the public in support of IWDA, we are required by law to have a written agreement with you. Failure to have the right sort of agreement means you are potentially committing a criminal offence under the Fundraising Appeals Act 1998 (Vic) and the regulations made under the Act.

The terms of your agreement with IWDA are set out below; please ensure that you read and understand the terms before signing and returning to IWDA as soon as possible. The easiest way to return the document is by scanning and emailing to iwda@iwda.org.au; you can also fax to 03 9654 9877.

After signing this agreement, you will receive a letter from IWDA granting you permission to raise funds on their behalf and which you can show potential sponsors.

No fundraising can occur prior to receiving your Permission to Fundraise letter.

Terms of Agreement

1. This is an agreement between you and International Women's Development Agency Inc ("IWDA").
2. This agreement will run from the date on the **Permission to Fundraise Letter**, which shall be mailed to you, unless terminated or varied in accordance with the terms below.
3. You are given permission to collect money on behalf of IWDA.
4. You must only use lawful means to fundraise for IWDA and must not do anything which harms or is likely to harm IWDA's reputation.
5. You agree to comply with the following financial procedures:
 - i. To pay all money collected on behalf of IWDA to an IWDA bank account and to keep a record of all deposits.

- ii. To deposit all money you collect within 14 days of receiving the money.
 - iii. To keep complete details including names and addresses of individuals and companies who have made a donation to IWDA. Tax deductible receipts will be processed and issued accordingly by IWDA upon receipt of the details.
 - iv. To send an accompanying breakdown of how the money was raised to IWDA.
6. You agree that IWDA can terminate your authority to raise funds on its behalf at any time by sending written notice to your address above.
 7. Fundraisers must be registered with IWDA and have received their authorisation **prior** to undertaking any fundraising activities.
 8. Fundraisers are NOT employees or agents of IWDA, and they are NOT acting in any other representative capacity for IWDA. IWDA will provide you with Public Liability Insurance cover free of charge for fundraising events you run for your IWD events in accordance with the terms of this agreement.
 9. IWDA will not be liable for any injury, damage or loss sustained as a result of any fundraising activities.

Once you have read and understood this agreement, please sign and date here:

.....
Name (please print)

.....
Signed

.....
Date



IWDA Overview

International Women's Development Agency is the only Australian development organisation entirely focused on women's rights and gender equality.

IWDA's vision is for a just, equitable and sustainable world where women have a powerful voice in economic, cultural, civil and political life.

IWDA is secular, not-for-profit and works in partnership to create positive change.

Identity and Vision

IWDA is deeply connected with the global women's movement and the feminist history that informed the foundation of our organisation in 1985, IWDA has consistently worked to catalyse and accelerate change in our region through local, national and international partnerships, alliances and networks. Our pursuit of gender justice is focused on civil and political participation, freedom from violence, sustainable livelihoods, economic empowerment and access to appropriate health and education information and services.

IWDA recognises partnership and collaboration as fundamental to development effectiveness. As we work with partners, we build our capabilities and strengths as women to advocate for gender equality. We dedicate our support to the empowerment of local women or women's organisations as they challenge the barriers to change. Together we create space for women's voices to be heard and amplify those voices through networking, advocacy and research. We take an active approach to women's leadership, building capacity and confidence for individuals and organisations to make choices and participate in decision-making at the local, national and international level.

IWDA's rights-based approach informs our focus on the fundamental causes of poverty, injustice, exploitation and power inequality at all levels of society. We advocate for change to policy and practice within organisations and institutions to eliminate discrimination in all areas effecting women's lives. Our programs target changes to attitudes, traditions, cultural practices, laws or governance structures which limit women's rights.

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IWDA remains firmly committed to transforming the structures and behaviours that perpetuate gender inequality. Informed by our research and practice, we continue to argue strongly for gender to be integrated across the Australian aid program, with accountability mechanisms that support implementation of policy commitments. We do not see gender as a cross-cutting issue, a 'sector' or a perspective. Rather, it is a way of thinking and working that is essential to development effectiveness and ensuring both men and women participate in and benefit from development. Gender justice is premised on recognising that all development activities have a gender dimension. We firmly promote gender equality as central to achieving all of the Millennium Development Goals (MDGs), and the MDGs as key to equality for women and girls and the survival of communities.

We work within a Gender and Development framework, seeking to promote respectful relationships between men and women at all levels of society. We promote the rights of women as enshrined in key international instruments, UN resolutions and agreed conference outcomes.¹

As we look to 2012, IWDA is driven by a vision for wider investment in our cause and purpose to:

- Accelerate justice for women
- Expand our program partnerships
- Ensure partners can diversify their engagement, links and networks for effective advocacy
- Promote accountable gender-informed practice across the Australian aid program and beyond
- Lead evidence-based gender programming, policy and planning through research linkages

¹ These include the Convention on the Elimination of All Forms of Discrimination against Women; the International Covenant on Civil and Political Rights, the International Covenant on Economic, Social and Cultural Rights; the Beijing Platform for Action and UNSCR 1325 (2000), UNSCR 1820 (2008), UNSCR 1888 (2009), UNSCR 1889 (2009) and UNSCR 1960 (2010) see <http://www.un.org/documents/scres.htm>

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Instructions and Checklist

Pre-event

- FIRST:** Return the **Fundraising Agreement** and the **Host Registration Form** to IWDA as soon as possible. You will be sent a **Permission to Fundraise Letter** which you *need* in order to host your event. This is a legal requirement.
- Design an event – eg dinner party, picnic in the gardens, home movie night... whatever kind of gathering you desire.
- Set yourself a fundraising goal for the event (e.g. \$25 per person).
- Create a guest list and send out invitations. Invite friends, colleagues, neighbours and/or family. Tell your guests about the dual purpose of your event – to have a great time *and* support the important work of IWDA.
- Photocopy/print a sufficient number of **Donation Coupons**.
- For friends who are unable to attend, send them a **Donation Coupon** as they may want to donate to IWDA.
- Familiarise yourself with the work of IWDA in case your guests have any questions. See **IWDA Overview**. For more information about IWDA's work, visit the IWDA website (www.iwda.org.au).
- Collect any IWDA materials needed for the party (IWDA brochures, newsletters, Empower forms, posters, etc.)

At the Event

- Welcome your guests and create a happy atmosphere with shared food and drinks.
- Chat about the work of IWDA.
- Collect donations and ensure all donators have completed a **Donation Coupon**.
- Thank guests for attending and generously donating to IWDA
- Have fun!

After the Event

- Read the **Banking Instructions** sheet.
- Fill in the **Donation Summary** sheet.
- Fill in the **Donation Return** sheet.
- Fill in the **Host Evaluation Form**.
- Return the **Host Evaluation Form, Donation Coupons, Donation Summary and Donation Return** sheets to IWDA and deposit the money as per the instructions in the **Banking Instructions** sheet.

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Event Questions

When should I host my event?

Although International Women's Day is on the 8th of March, you can celebrate your event anytime. Just choose the date that best suits you and your friends and colleagues. We know how busy everyone is these days so we recommend you get your invitations out early to ensure the best turn out to your event.

Who should I invite?

This is your event - so invite whomever you would like: friends, family, colleagues and/or neighbours. Your event can be as big or small as you like. Invitations can be downloaded from the IWDA website and templates are included in this pack.

Where should I hold my event?

Most people hold their event in their workplace or their home, but you can have an event wherever you like: a restaurant, a school, or a picnic in the park.

What's expected for my event?

The event can be whatever you want to make it. We'd suggest you celebrate women, girls and gender equality.

How do I go about raising money at my event?

The easiest way to raise funds is to ask your guests for a donation of what they would usually spend on a night out, to charge a set entry fee (e.g. \$25), or to make a gold coin donation.

How do I go about collecting donations?

There is a donation coupon in this information pack. These are for your guests to complete and return to you. We have designed this process to ensure that your guests feel comfortable with the donation process and have a way to leave their details for receipts (all donations over \$2 are tax deductible). All you have to do is hand a donation coupon to each of your guests and ask them to donate generously – the forms are simple to complete and include instructions. At the end of the night simply collect the donations together with their donation from your guests. The forms and donations can then be returned to IWDA as per the instructions in this guide.

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Donation Coupon – to be completed for every donation

Thank you for your support of International Women’s Development Agency (IWDA).

Return this form to your event host and IWDA will post a tax receipt to your address.

Host’s name: _____

<u>Donation Only</u>		Payment method (circle one):	
Total	\$ _____	Cash	MasterCard
		Cheque	Amex
		Visa	Diners
Cardholder's Name: _____			
Card Number:			
_____	_____	_____	_____
Expiry Date: _____			
Date: _____			
Signature: _____			
<u>Details</u>			
Name: _____			
Address: _____		State: _____	Postcode: _____
Email: _____		D.O.B.: _____	
All donations over \$2 are tax-deductible and a receipt will be issued.			

Please Note: A tax-deductible receipt can only be issued where the donation is a gift, i.e. when the donor does not receive anything of material value in return, such as a film ticket or dinner in a restaurant.

IWDA wants to keep supporters informed about the work that we do. Please let us know how you would like to be kept updated (please ✓).

Via:

- Email
- Post
- I do not want to be contacted by IWDA

For more information on IWDA's work please visit www.iwda.org.au.

IWDA is accredited by the Australian Council for International Development, ACFID.
PO Box 64 Flinders Lane, VIC 8009 P: 03 9650 5574 F: 03 9654 9877 ABN 19 242 959 685

Donations & Fundraising: Essential Information

Please read this carefully and follow the instructions to ensure the money you raise is attributed to your fundraising tally. In addition, adhering to these guidelines will also ensure that IWDA meets its legal responsibilities as a non-profit organisation.

Receiving Funds

While you can fundraise in many different ways, there are two distinct categories for making sure the money you raised is allocated correctly:

<p><u>Donations</u> <u>Where money is given without anything in return</u></p>	<p><u>Fundraising initiatives</u> <u>Profits from events and fundraising initiatives where money is exchanged for goods or services</u></p>
<p>An amount of money over \$2.00 (the minimum for a tax-deductible donation). It can come in the form of cash, credit card, cheque or money order. It is vital that you keep a record of every donation you receive. For every donation a <u>donation slip</u> must be filled out. Recording the details of your supporters will help them receive the tax deductions they are entitled to, while allowing us to keep accurate records.</p>	<p>Events and fundraising initiatives include large and small events, from film nights through to chocolate drives and raffle tickets.</p>

The Importance of Tax Deduction

While tax law may not seem too exciting it's important to know the basics when raising money for an organisation.

What is Tax Deductible?

Tax deductions are an important part of getting people to contribute to a non-profit organisation. But deductions only apply to **donations**, where money is given with nothing in return. Only non-profit organisations such as IWDA can issue receipts for tax deductions. This is why it is so vital that you keep track of where your money comes from.

What IS NOT Tax Deductible?

When someone receives something in exchange for money, they are NOT entitled to a tax deduction. For example, if you run a bowls night charging \$15 entry, this is not tax deductible as entrants have received something for their money.

Please ask if you have any questions or concerns as we know 'the tax issue' can be a bit tricky!

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Banking Instructions

After your event

Once you have raised your donation amount for your event, and all the donations have been collected, you need to fulfill your commitments by sending the funds back to IWDA within 14 days of your event.

You will probably have collected money from many different sources and may have received funds by cash, cheque or credit card; so to make the banking process as simple and easy as possible we have created the following step-by-step instructions.

Step 1 – Work out how much you have raised

Gather all of your donations in the one space to calculate how much you have fundraised in total...don't forget to tell all your supporters how much they have helped you raise! You may find the summary sheet (included below) helpful.

Step 2 – Complete the Return Slip

There is a return slip attached below, please make sure you fill in all the details.

Step 3 – Banking your funds

There are several ways you can return your funds to IWDA.

Credit Card – keep the lump sum of cash collected and transfer the funds by credit card. Simply enter your details on the return slip and send it back to us in the envelope provided. You can also pay by credit card online via PayPal on our website. If you choose this option, please inform us at the time of your payment.

Cheque/money order – obtain a bank cheque or money order, made out to International Women's Development Agency and post back with the return slip in the reply paid envelope provided.

N.B. If you have received individual donations by cheque or credit card, please just include these donation coupons (and the cheques) in the envelope with the return slip and we will bank them separately.

Step 4 – Return all the paperwork to IWDA

Please mail the return slip, cheques and all **donation coupons** (we need these to enable us to send a tax receipt to those who have donated) to IWDA at PO Box 64, Flinders Lane, VIC 8009.

Thank you for your support of women in developing countries!

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Donations – Summary Page

Name	Amount donated	Donated by cash, cheque, credit card
TOTAL DONATED:	\$	

Donation Return Slip

To be completed by and returned to IWDA with funds raised

Host Name:

Number of cash donations: _____ people, total of \$ _____
Number of cheque donations: _____ people, total of \$ _____
Number of credit card donations: _____ people, total of \$ _____
Total number of donations: _____ people, \$ _____

E.g. *Total number of donations: 25 people, \$625-*

Don't forget to include all donations made by cheque and credit card directly to IWDA with this return slip

Checklist:

To be returned to IWDA:

- Completed Return Slip
- All Donation Coupons
- All Cheques made directly to IWDA
- Return to: PO Box 64, Flinders Lane, VIC, 8009**

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Event – Host Evaluation Form

Host Name: _____

Please take a few minutes and tell us about your experience hosting an event for IWDA. Your feedback will help us improve this campaign for future years.

Date of Event: _____

Host Address: _____

Event Address: _____

How many people attended your event? _____

How much did you raise during the event? _____

What time was the event? _____

Did your event have a theme? YES / NO

If YES, what theme was it? _____

Did you talk about IWDA with your guests? YES / NO

If YES, did you feel like you had enough information to lead the discussion?

What were their initial responses?

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Do you think people enjoyed themselves at your event? Why?

Did you find the materials provided in the event pack useful? YES / NO

What materials could IWDA provide in the future to make your experience better?

Would you host an event for IWDA again? YES / NO

Would you recommend hosting an IWDA event to a friend? YES / NO

Please share any additional thoughts, recommendations or inspirations

Thank you!

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Fundraising

Guide

13 pages of handy hints!

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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, 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.

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

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 your 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 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 can not only sponsor you with money, but can donate goods and services.

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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.

When women benefit, the whole community benefits.

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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