

# Fundraising ideas toolkit

Welcome team—RACQ International Women's Day Fun Run 2020.

Congratulations!

You are now a part of a very special day where we come together to support, create awareness and share our stories, hopes and compassion with all those touched by cancer.

Being a fundraiser and part of the 2020 **RACQ International Women's Day Fun Run** is an exciting and rewarding journey. We thank you for choosing us as your charity.

## TOP 5 fundraising tips



### Step 1 Take it personally

Believe it or not if you upload a photo to your page and take a moment to share 'why' you are participating your supporters are far more likely to give when you ask.

When setting your fundraising target think big and get creative—the sky's the limit for your fundraising goal.

My fundraising target is \_\_\_\_\_.

### Step 2 Off to a flying start

Donate to yourself and lead by example. Studies show that people rarely want to be the first one to do something and fundraising is the same. Be sure to make the first contribution to your own page to get your fundraising off to a good start.





### Step 3 Sharing is caring

Now your fundraising page is personalised with a pic and a personal reason for walking or running—you are ready to share.

Don't be afraid to ask your friends, family and networks for their support. They say it is better to give than it is to receive and you will find, if you share your story and participation, they will be happy to get behind you and support.

Use all media platforms, SMS, socials (a video or photos says a million words), email, pop a poster up in the office and the good old word of mouth.

Remember a follow up is always handy to give friends a gentle reminder as well thank those who have donated along the way is a great way to do this.

### Step 4 What's your hobby worth?

Some of the best ways to fundraise is doing things you love or using a hobby to help achieve your goal. Everything from a Bunnings barbeque to a champagne for a cause afternoon. Sharing your art or yoga skills to raise vital funds can be so rewarding for all involved.

We have had supporters bake their way to some very impressive fundraising amounts and we have seen beautiful friends gather over a high tea and participate in games and auctions all while having fun in kick-starting their fundraising goals.

Pop your creative thinking cap on and see what you can come up with.

### Step 5 A big fuzzy THANK YOU

Thank yourself for doing what you do, giving your time, training, and being apart of something really special.

And most importantly be sure to say *thank you* to each of your supporters. Thanking people should be personal, appropriate and timely.

Be sure to thank them within 48 hours of receiving the donation on your fundraising page. Use social media to thank them publicly for their kindness and generosity.

Go a step further—by writing a personal card, an email or SMS will really make their day.



# How to fundraise \$500 +

## Online direct donations

- Send out personal emails to your networks making specific donation requests i.e. "My goal is to have 20 people donate \$50 to my charity cause, a part of this year's **RACQ International Women's Day Fun Run**. Can you donate \$50?" (This alone generates \$1000). Don't forget to add your fundraising link in.
- Share, share and share on your social media pages, people feel good when they give—so give them the opportunity to donate to your special cause.
- Ask any community groups or local businesses you visit to make a donation.

## Lucky numbers board

These are great fun and super easy to do around the office and get friends involved.

The rules are really simple:

- Sell 100 numbers for \$10 each (you can increase or decrease this amount as you wish)
- Write the players name on the number they have chosen
- Once all numbers have been sold, you can use a number generator (find one on Google) to select the winning number
- The winning number drawn gets \$500 cash (based on \$10 ea.) and yes you raise \$500 straight away. It's a lot of fun and people always have a couple of lucky numbers in mind and don't be afraid to ask a second time around to fill all the spaces.

Lucky Numbers Board									
1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90
91	92	93	94	95	96	97	98	99	100

## Bake and BBQ

- Host a barbeque or bake some goodies at work, school, Bunnings or a local club on the weekend
- Speak with the local butcher and bakery on what you're doing and they might be able to donate some of the food
- Bake sales work great as everyone is happy to pay \$4 for a brownie with their coffee in the morning and/or afternoon.



## Champagne for a cause

- Throw a high tea or party and get a group of friends together. Ask them for a donation of \$10 to \$50 to attend and enjoy an afternoon with friends raising money for a great cause.



## What is your hobby?

- How can you turn your hobbies into a fundraiser? Your passion in photography, art/painting, pilates/yoga instructing or jewellery-making can be turned into some great fundraising ideas for your charity.

More great fundraising ideas can be found [here](#).

## Saying *thank you*

**Of all our tips for your fundraising page and being a part of team Mater on this journey, saying thank you to your supporters is the most important.**

The support you receive along the journey is what makes your success possible and your impact into the cause strong. Be sure to say *thank you* when you are getting these donations to your page and making mention to what their contribution means to the cause you are supporting.



Last, but not least.....  
a very big *thank you* for  
joining team Mater.  
Together we will be able to  
step out for a greater  
purpose and raise  
awareness and vital funds.

## We are here to help

**We are your number one fans, so feel free to reach out and ask for help.**

We also have a great fundraising poster, money tins, balloons and much more, we would love to supply to you to make your fundraising with Mater Foundation that much easier and fun!

We are only an email or phone call away and we would love to speak with you today.

t: 1800 440 155

e: [womensdayfunrun@mater.org.au](mailto:womensdayfunrun@mater.org.au)