

Fundraising for Busy People" Kit



Fundraising can be great fun and a very rewarding experience especially when you reach your target! All you need is a well laid out Fundraising Plan, with clear goals, a clear timeline and the enthusiasm to make it happen! Both myself and your personal SCAI mentor will provide you with all the support need, both in developing your fundraising plan, and throughout the fundraising process, offering handy tips, advice based on our own past experience, and any materials we think may help with your fundraising initiative. And we will of course also be there to celebrate with you when you reach your target, and start to plan for your trip to Nepal!

Here are just some ideas for you to consider. We are open to any weird and wonderful ideas you may have, so start brainstorming now! You may like to focus on one bigger event, or a few smaller ones, it is entirely up to you. Our only requirement is that you have fun doing it!

We are currently registered to fundraise in NSW and VIC, so you may only conduct your fundraising activities in these two markets.

Our favorite fundraising ideas

Balls

Themed or masquerade balls are always popular but require quite a long lead time and a well planned budget. To maximize profit you should look to have as many things sponsored or partly sponsored as possible, such as venue, food, drinks, entertainment, prizes for best costume. Due to high ticket prices these can be a great success and an event that can be run by a group of friends who can then split the proceeds.

Dinner/ Cultural Evenings

There are numerous things you can incorporate into a dinner to raise funds, from entry fee, drinks, raffles, live and silent auctions, stalls, lucky dips, the list is endless! These are where SCAI started and have proved to be a great success so far.

Fancy Dress Party

Leave it open, theme it, or dress up as people from a country beginning with the first letter of your name e.g. Emma from Egypt. You could keep it simple and just charge an entry fee, buy food/drinks in bulk and charge by glass/bottle or per serve, or you can do something a little more involved.... e.g. Have the guests (or host) organize games throughout the night, and charge people \$ to enter each game. Prizes for best costume and for the games are always a great incentive to get people involved.

Trivia Night

Get your local pub or club to sponsor a trivia night. Charge an entry fee, commission on drinks and perhaps even a raffle or some other games. Ask some local stores for donations for prizes, and perhaps the pub themselves with throw in some prizes (wine, free meal).

Bingo or Card Night

Can be run in a similar way to a trivia night. Potential to be loads of fun, and no longer just for 'oldies'!

Lawn Bowls

Lawn bowls has made its big comeback and can be really great fun! Charge to enter, for drinks, snacks and perhaps a bbq lunch. Again you can incorporate a raffle, other games, sweeps...the more teams the merrier, so advertise it through the clubs themselves as well as getting a group of friends, colleagues, family together!



Event parties

Organise a picnic, lunch, dinner or party around a particular event such as Christmas, Melbourne Cup, Sporting Event (e.g. AFL/NRL Grand Final). Charge for entry, hold a raffle, lucky dip, sweeps, provide activities such as henna, face painting, competitions, games. Provide a great opportunity to tap into people's high spirits on these special occasions.

Auction Night

Talk to everyone you know as well as local businesses and have them donate some goods or services. You can even auction people! Do you know any handymen, hairdressers, beauticians, personal trainers or life coaches that will offer their services for a day or a few hours? Guests pay for the service and these kind people donate their services in aid of a worthwhile cause!

Private Dinner Party

Invite your friends around for a dinner party, and ask them to donate what they would normally spend on a regular night out. Play some games and have some fun, and at the end of it, get at least one or two guests to commit to holding another one. Incentivise the next dinner party host with a gift for supporting your cause.

Personal Challenges

Ask your friends, family, work colleagues, or even the general public to sponsor you to meet some sort of personal challenge. It can be something traditional like shaving your head, legs or arms, or it can be something crazy (but safe!) like riding a rollercoaster for hours/days, pole sitting for days and nights on end, doing a walk-a-thon backwards...anything where you can be sponsored by lap. The crazier it is and where there is an opportunity for people to come and watch, the more likely people will be to sponsor you, and the more publicity you will be able to generate!

Casual Days

Ask your workplace to introduce a monthly casual day, whereby everybody pays \$5 for the privilege of wearing casual clothes to work. You could even provide them with a cake for morning tea, to give you the chance to talk to them about your cause and perhaps collect some further donations.

Wine Tasting

Partner with a local wine cellar to hold a wine and cheese night at their premises. Charge an entry fee, and sell wine on a commission basis. It helps promote their store as well as raising funds.

BBQ's

Instead of going out for lunch, invite a group of friends over for a good old Aussie BBQ, and have them donate what they would normally spend if going out for the day. Organize a game of footy, bocci/patanque and charge to enter the games. If kids are involved you can always include fun things like face painting, lucky dips, balloons and good old birthday party games, charging to enter in the name of a good cause.

Sausage Sizzle

Organize a sausage sizzle in the local shopping strip, park or beach area. Have it sponsored by your local butcher, baker or supermarket. Charge for drinks, sausages, entertainment such as henna, face painting or caricatures. Any public event requires a permit from the local city council, so ensure you apply at least one month in advance.

Fete's

Get the local school or community group involved and organize a fete/ kids fun day. Invite both the children from the local school and their families as well as families within the local area to attend. Face



painting, clowns, balloon making, games, henna, cake/sweet stalls, jumping castles are all a hit! See www.fetesandfestivals.com.au for some more ideas.

Garage Sale & EBay

Talk to your friends, family, neighbors, and colleagues and gather a variety of goods for a garage sale, or sell them on EBay! Cost next to nothing to run and always a good money earner.

Donations in lieu of gifts

Instead of giving you Xmas or birthday presents which you probably already have(!), ask your friends and family to donate money to your cause instead. As well as directly helping the children, they are also helping send you to Nepal!

Chocolate Drives

Chocolates and other sweets can be bought at a discount from various organizations and sold for a profit to friends, family, colleagues, schools, community groups.

Sporting Match

Get a group of friends or people within the local community together and hold a cricket, football, soccer, basketball, netball, tennis, golf day or even a fun run/walk. They are a great way to spend a healthy day outdoors, whilst raising funds through entry, sweepstakes, sponsorship by goal, run, score or km. You could even have your work team challenge clients, suppliers, business partners.

Dollar for Dollar

Ask your workplace or a local business to match what you raise dollar for dollar.

Guessing Competitions

This can be as simple as filling a big jar with sweets at your workplace, or you can do something a little more adventurous that would generate greater publicity and that is open to the public, such as parking your car on a major shopping strip and filling it with balloons!

Share your skills

Do you have a particular talent or qualification? Playing music, teaching yoga, personal training, teaching sport, cooking, speaking a foreign language? Donate your time and run a weekly course over an 8 week period, charging participants typical market rates to join.

Concerts

Do you know some talented muso's or performers? Approach some up and coming local bands and performing artists and have them perform gratis. Keep the equipment and set up simple, so they can bring their own at no cost, or get some basic equipment supplied. A Sunday afternoon in the park or near the beach along with drinks and sausage sizzle may be a great way to pull an enthusiastic crowd. Charge for entry, food and drinks. It helps build their exposure as well as raising funds for needy children.

Raffles

Raffles have been around for a long time, but who doesn't get excited about the prospect of winning some great prizes! Offer valuable prizes, sourced from businesses in your local area. Rather than trying to sell all the tickets yourself, get a group of friends or community group together and incentivise your tickets sellers e.g. for every book of tickets they sell they also go in the draw to win a fantastic prize! Raffles are always good when tied in with an event like Mother's Day, Father's Day, Xmas, Easter, or on the evening of a another initiative like a trivia night, dinner, fete, concert, sporting event.



Tips for highly successful fundraising!

- **Develop a clear fundraising plan and stick to it**
 - Firstly you need to come up with a concept that is not only fun for you to organise, but something that you know there will be demand for and interest in.
 - Set clear and achievable objectives
 - Set a clear timeline, so you can keep on track and also celebrate the small milestones along the way
 - Develop a simple promotional plan, be clear about who you are targeting, what is the key message you are trying to get across, what is the best way to reach your target audience?
 - Depending on scale of event, we recommend getting a committee together to help organize and promote your event, as well as share in the fun and keep each other inspired.
- **Reward your organizing committee**
 - It may only be you who is going to Nepal at the end of it, so it is important to provide an incentive to keep your organizing committee as enthusiastic and motivated as you are e.g.
 - Provide prizes for the person that sells the most raffle tickets for you or the most tickets to your event, prizes for every raffle book sold they go into the draw to win a prize, win smaller prizes for every 10 books sold...
- **Participant Support Pack**

To further assist you in reaching your fundraising target, we have put together a comprehensive support pack containing six 'Tips' Sheets, which we will send you once your Fundraising Plan has been approved;

Tips for Planning your Special Event
Sample Template for Special Event Planning
Tips for Designing Effective Promotional Materials
Tips for Writing a successful Media Release
25 ways to promote your event for free
How to promote your event free on the web