

Fundraising Tips

Fundraising should be fun and easy. Listed below are some things to help you and your team to increase your fundraising targets whilst having a heap of fun.

TIP 1 **IT IS NEVER TOO EARLY TO START:**

- Get your team together
- Brainstorm ideas
- Identify people skills and what they like to do
- Plan a calendar of events
- Create an action plan and allocate tasks
- Refer to the attached *Fundraising Activity Worksheet*
- Agree on the next get together

TIP 2 **SUCCESSFUL TEAMS: *Relay for life is a TEAM event***

- Think as a Team and act as a Team
- Share the load and the tasks
- Communicate with one another often
- Encourage and focus on having positive people in you team
- Negative people are hard work and waste precious energy

TIP 3 **GOOD REASONS TO FUNDRAISE: *Some may ask “Why should I give you money for Relay for Life”? We need support for the***

- 1 in 3 people who will be touched by cancer in their lifetime
- Funds needed for research
- Prevention programs to protect our children and loved ones
- Regional people to have access to support and facilities available in the city
- Loved ones going through their cancer journey
- Carers, family and friends who also need support
- Dream of a cancer free future

Fundraising Ideas

- 1 **Write a letter**
This simple action is THE most successful fundraiser:
 - Write a letter asking for a donation
 - Include a self addressed envelope
 - Send a photo of you, your team or a loved one touched by cancer
 - Follow up the letter with a phone call
 - Send a thank you immediately after a donation is received

- 2 **Backyard Breakfast**
 - Invite family & friends to an informal breakfast
 - Charge a \$10 per person entry fee or \$25 per family
 - Source donated food items

- 3 **Nifty Fifty**
 - What to do with all your gold coins?
 - Each participant donates \$2
 - Their name is put on a numbered list (01-100)
 - When all spaces have been sold the organiser takes the coins to the bank and the winner is the person whose two numbers on the list match the two numbers at the end of the first \$50 note.
 - Income raised is \$100 - \$50 goes to the winner and \$50 is banked into the team funds.

- 4 **Donate a Haircut**
Know a good hairdresser?
 - Ask a local hairdresser to donate their skills and time at work or home
 - Create a fun and social atmosphere
 - Offer \$10.00 haircuts
 - Other ideas – manicures, facials, face painting

- 5 **Street Party - Relay is about community**
Party with a purpose – raise funds for Relay
 - Pick a theme
 - Invite neighbours, family and friends and party
 - Charge for entry, food and beverages
 - Craft stalls, games and chocolate wheels
 - Fundraising on a bigger scale but possible and could become an annual activity

- 6 **Auction**
 - Get goods donated and hold an auction
 - Pick a theme, ie *A Hint of Pink Charity Auction*

- 7 **Bingo Night**
- An oldie, but a goodie. It's simple.
- 8 **Book Sale**
- Collect old books from everyone you know and sell them.
- 9 **Collection Boxes**
- Great for the workplace.
- 10 **Competitions**
- Be creative with fun competitions in the home, office or workshop.
- 11 **Crafts**
- If you have a talent, make something and sell it to others eg. Hand bags, necklaces, cards.
- 12 **Dollar for Dollar**
- Ask your workplace to match your fundraising dollar for dollar.
- 13 **Exhibitions**
- Display your art, crafts and interests. Charge an admission fee.
- 14 **Fancy Dress**
- Get everyone to dress up, award prizes and collect donations.
- 15 **Garage Sales**
- Use your garage, shed or car boot to display your wares.
- 16 **Head Shave**
- Get sponsored to shave or colour your hair.
- 17 **Hire Services**
- Hire out what you do best, mow lawns, handy man, massage or event accounts.
- 18 **Lap Challenges**
- Collect donations by setting goals on laps walked during Relay.
- 19 **Open Garden**
- Green thumbs can invite people to visit their garden and charge an admission fee. Sell some plants as well.
- 20 **Slave for a Day**
- Sell a high profile person, give them tasks for a day.
- 21 **Sports Days**
- Golf tournaments, tennis round robin, bowls day.

Fundraising Ideas

ACTIVITY WORKSHEET

1. What is our fundraising goal? (Aim high and go for gold) \$ _____

2. How will we raise the money? (Identify 5 activities)

Act: 1 _____

Act: 2 _____

Act: 3 _____

Act: 4 _____

Act: 5 _____

3. Calender of events: (decide when each event will take place)

Act: 1 *From* _____ *to* _____

Act: 2 *From* _____ *to* _____

Act: 3 *From* _____ *to* _____

Act: 4 *From* _____ *to* _____

Act: 5 *From* _____ *to* _____

Working backwards develop time lines to include:

Recruitment, planning, promotion, set up, event day & clean up

4. Who are we targeting to participate?

- _____
- _____
- _____
- _____
- _____

5. How will we promote the activity?

- _____
- _____
- _____
- _____

6. What safety issues do we need to consider in planning the activity? (eg insurance)

- _____
- _____
- _____
- _____

7. List the tasks, supplies, quantity and allocate who will do and by when
(Photocopy for activities 2, 3, 4 & 5)

	Tasks, supplies, quantity	Who to do	By when
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

8. Make up a check list for special needs: eg

Venue		Decoration		Floats	
Catering facilities		Music			
Audio equipment		CD's (visual)			
Visual equipment		Prizes			
Toilets		Cloths			
Tables & chairs		Signs/banners			

9. List all the money making opportunities on the day

1.	4.	7.
2.	5.	8.
3.	6.	9.

10. Roster for the activity

Activity	Name	Time
Set up		
Clean up		

