

Reef Check Australia Fundraising Pack

Background Information Essential to Every Fundraising Campaign

You are about to embark on a trip to help safeguard one of the world's most important, yet endangered, environments. This document will give you some tips and ideas on how to help raise funds for Reef Check Australia. Thank you for your support and welcome to the wonderful world of fundraising!

The Beginning....

What is my Fundraising Target?

First things first - set your goalposts. You should try and come up with a target amount that you want to raise for Reef Check Australia.

Planning a Successful Fundraising Campaign

Now consider the following important points:

- **Time**

Remember to allow time for your fundraising event. There's little point leaving it to the eleventh hour. Some of the activities you'll want to try may well require lots of planning. You may also need to be patient for the money to roll in even after a successful sponsored event.

- **Knowledge**

Know what Reef Check Australia is all about. You need to feel confident about who Reef Check is, what we do and why we do it. Our website, brochure and other materials are full of information and you should also have garnered some useful snippets from staff and past volunteers if you have attended any Reef Check events. If you need more information just contact Reef Check Australia and they will send you any required materials.

- **Ideas**

Nothing beats a bit of brainstorming to kick-start a fundraising campaign! Grab some brightly-coloured pens and a large piece of paper, find a quiet place to sit and start scribbling down ideas. Or brainstorm with some friends to get other ideas.

- **Plan**

Finally, prepare a fundraising plan.

- Include a mixture of approaches.
- Only do things that you enjoy or find stimulating.
- Be enthusiastic and positive.
- Be thorough and professional.

The Middle.....

Getting Started

Some practical tips to lay the foundations for successful fundraising.

- **Group or Individual?**

Why not encourage a group of friends or family to help you with your fundraising efforts?

The group approach has several advantages:

- You can share skills such as letter writing, leaflet design, event planning or making phone calls.

- You can share contacts - one of you may have personal contact with a famous sports person who could endorse an event, while another member of your group may know a senior business person who could provide a shortcut to potential large donations.
- You can share the workload organizing fundraising events that would be overambitious for an individual. You can share the challenges and fun of fundraising with others!
 - **Publicity**

A little bit of publicity can go a long way towards raising awareness of your cause. A small feature in your local newspaper could catch the eye of a potential donor. Here are some other publicity ideas:

- Send a press release to local and regional newspapers and magazines.
- Put up posters near the location where you will be holding the event.

Remember

Don't spend too much money to make money!

Fundraising Events

This has got to be one of the most enjoyable and rewarding ways of fundraising. There are so many types of fundraising event that you are sure to find something that suits you. Here are some examples:

- **Sponsored Events**

1. Beach clean-up: number of bags of litter collected, miles of beach cleaned
2. Canoe, hike, swim, run or bike from A to B. Be imaginative! For example, simulate a jail break obtaining sponsorship for every mile you can travel from a starting point without using any money.
3. Bungee jump or parachute. Watch out for the costs of doing daredevil stunts - they may be fun, but they might not make you much money.
4. Sit in a bath of baked beans or do something similar etc. Funny and entertaining - and a great photo opportunity for the media.
5. Give up coffee or a similar vice for a month. A nice simple idea to try at work.
6. Abstain from swearing for a month. A swear box at work or your local pub.

- **Sales Events**

1. Car boot sale. Try to get your pitch for free.
2. Fete or tombola. Crucial to get large numbers of people to attend (more publicity!). Obtain prizes from local businesses. Invite them along and put up a stand acknowledging them.

- **Themed Home Parties**

1. International evening. Put on an evening of music, food and dance for your friends themed around Fiji, Malaysia, Honduras or any country of your choosing.
2. Horse racing evening. You can hire the whole package. Obtain some prizes, get in the experts and place your bets!
3. Casino night. Again, there's some initial outlay in hiring the kit and experts, but this usually proves to be a very popular money-spinner.
4. Wine, beer or food-tasting session. Get the nosh at cost, enlist a friend who knows his stuff and away you go.

- **Other Events**

1. Pub quiz and karaoke evening. Get hold of some prizes, appoint a quiz master and set an entry fee per team.
2. Barn dance. Venue is critical. A good band and caller will also make things go with a 'yee-har!'. Think about additional spin-offs like refreshments, raffle, cabaret, side shows etc.
3. Sports or games tournament (5-a-side football, scrabble etc). Organise the prizes and registration procedure.
4. Slave auctions, Blind Date...
Why not...??!

Event Planning

Like all fundraising activities, it pays to plan well in advance when organizing an event. Here are a couple of key points to consider:

- **Venue** - can you get it for free? Do you know someone who owns a pub or club?

If not, choose a night that isn't likely to be packed and guarantee the owners a certain number of people at the bar. Get clear permission to charge at the door.

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- Publicity is crucial. If people don't know about your event, they won't come! Be imaginative and broaden your approach as wide as possible.

The Best Event

The best fundraising event to plan is the one you are most likely to enjoy. Don't opt for something you hate just because everyone else is doing it. That's a sure recipe for failure.

Budget

Don't let costs spiral out of control. Look to achieve at least \$3 for every \$1 spent.

Work out your break even point and aim to pass it.

Timing

Try to pick a date for your fundraising bash that doesn't clash with any other events that might keep your supporters away. Prime examples are major sport events and bank holidays and school holidays

The End!

Make sure you get in all your donations and thanks for your support!

Good Luck!

