



INTRODUCTION TO FUNDRAISING

Asking for money doesn't come naturally to everyone but remember the great causes you are fundraising for and know that every dollar raised goes to support kids in need. We've come up with some best practices to ensure fundraising success as well as some of our best fundraising ideas that have worked well over the years.

Establish a fundraising goal

Set yourself an achievable goal and communicate this to your potential donors. Be sure not to set the bar too low, as once you achieve this level, people may be more reluctant to donate. Conversely, a goal too high may mean your chances of achieving it are low, and no one likes to miss their objective.

Set the pace by making a donation yourself

Kick off your fundraising by making your own donation. This shows potential donors you are committed to reaching your goal and sets a positive tone for your fundraising effort.

Make donating easy

Pass on a link to your profile page as often, and to as many people, as you can.

Look within your organisation

Some of your strongest supporters will be from within your organisation. Ask your colleagues, boss, directors and anyone you can generally think of from within your organisation. You'll be surprised how much support you will receive.

Improve your online profile

Don't underestimate the importance of having a good online profile page. Ensure you mention your connection to the charity partners and why the cause is important to you.

Educate people about the charities

Make yourself familiar with our major charity partners, and where the money goes. Chain Reaction always ensures the money goes towards very worthy causes and communicating this to your audiences is very powerful.

Remind people that donations are tax deductible

All donations over \$2 are tax deductible so don't forget to remind your potential donors about this benefit.

Say Thank You

Never forget the importance of thanking your donors. This means a personal 'thank you' email as soon as someone donates and then a more formal letter at the end of the ride. With the letter, perhaps even include a photo to really show that you appreciate their support.



IDEA STARTERS

Are you stuck for Fundraising ideas? Here is plenty of inspiration to get you started. Whether it's a large or small event, you can find something to suit everyone! Just remember that it is often the simple ideas that are the best and planning ahead is the key to your success.

Host a fundraising dinner for friends and family

Everyone has a local restaurant they love. Ask your local if they will host a dinner function for you at a reduced rate (or at a minimum let you BYO) then charge your guests a per head cost. At the event you can ask guests for extra donations or even host an auction for donated prizes.

Afternoon/Morning Tea

Have your family, friends or work colleagues bring a plate of food and charge an entry fee to all participants.

Casual Day

Hold a regular casual day at your workplace and charge each of those who join.

Inter-departmental Sports Matches

Organise for teams or departments to compete against each other in one of the activities for the Kiloemtres for Kids fundraiser. The organisation can pledge to match the donation amount for the team that wins the distance challenge/race/match/etc.

Donations in lieu of corporate gifts

If your suppliers typically send you a Christmas hamper or other gifts at the holidays or end of financial year, consider requesting a donation from them instead of another bottle of wine.

Use social media

Social media is a powerful selling tool, so make sure you publicise your fundraising effort online. Post constant updates on how you're tracking and ensure your Facebook, Twitter or LinkedIn page contains the link to your online profile.

Raffles or Auctions

If your organisation can access some great prizes, you can raise significant funds by running a multi prize raffle or auction some great prizes at a morning tea event. Please check your local state government rules around prize values and required permits.

Dress up Day

Forget dressing down, it's your chance to glam up at work! Gold coin donations will determine first, second and third place with the charity the big winner when all the donations are counted.

Bake sale

A few tasty treats might be appreciated and provide additional motivation to work off the calories in the activity side of the challenge.

Sell a "Cheat Day"

If you just don't feel like getting up for that morning run or really want to participate (eat) in the company bake sale, set up a 'cheat day' as one of your donation dollar handles and do some extra fundraising with a donation to yourself or a colleague who needs some indulgence. \$20 buys a cheat meal, \$50 buys a whole cheat day and a well deserved sleep in!