

# Fundraising Tool Kit



If you read nothing else...  
**read this** before you  
start fundraising!

[www.heartfoundation.org.au](http://www.heartfoundation.org.au) | 1300 36 27 87

Heart  
Foundation 

# What?...

Thank you for choosing to raise funds for the Heart Foundation. We are grateful for your support in helping us make a difference.

If you are uncertain of how to go about it or if you are looking for added inspiration check out the A to Z of Fundraising Ideas.

When deciding on what you will do (or what combination) remember to make sure that it is something you are comfortable doing, and that you feel able to achieve. It is much better to start slow and build up as you gain confidence and experience rather than aiming too high and not enjoying the experience.

Try and think of fundraising activities that will appeal to your friends and family's interests, such as social events or sporting tournaments. You could even get your friends and family to sponsor you to quit smoking/junk food, or a walk, cycle or anything you love or do a lot of!

If you are uncertain of what to do or how much time your chosen fundraising activity will take please contact your local Events Coordinator. They have a lot of experience in this sort of thing and will be happy to give you some advice and possibly provide some

additional resources for your fundraising activity.

As a rough guide we've classified some popular fundraising strategies into straightforward, getting trickier and significant commitment.

**Straightforward** meaning fundraising activities that you should be able to organise on your own. Once you have completed and submitted your Proposal to Fundraise form, you will receive an Authorisation to Fundraise letter from us at the Heart Foundation which you will need to return after your fundraising activity.

**Getting trickier** meaning fundraising activities that you will need to refer to the fundraising guidelines for. But you can still do them as one or two people.

**Significant commitment** usually requires a team of people and can involve a financial outlay that you may not recover if the fundraising activity doesn't go ahead or fails to attract as many people as expected.



## Straightforward

## Getting trickier

## Significant commitment

Writing to all of your friends asking for their support

Running a raffle

Large charity auction

Setting up an online fundraising page and emailing people asking them to support you

Holding a small dinner at a local restaurant

Completing your own challenge event – eg. cycling around Australia

Gold coin donation, other fundraising day at work or hosting a dinner party

Small charity auction

Running a ball or large dinner dance

Entering any of the Heart Foundation events – complete a run, walk or cycle and ask friends to sponsor you

Treasure hunt

Arranging a preview movie screening at your local cinema

The first thing to think about is WHO will support you

## Who?...



We know that sometimes the thought of raising funds can seem a little daunting at first. The following are some suggestions to help you feel more relaxed and confident when planning your approach to fundraising.

The first thing to think about is **who** will support you – everyone has a network of friends, family and colleagues at work to approach to ask to sponsor you/buy your raffle tickets/attend your fundraising activity etc.

family, colleagues, suppliers, sports teams, clubs, shops you frequent and so on. Next, map out which friends of friends you could approach – eg. spouses of colleagues you are friendly with. You'll be amazed at how many different ideas you can come up with!

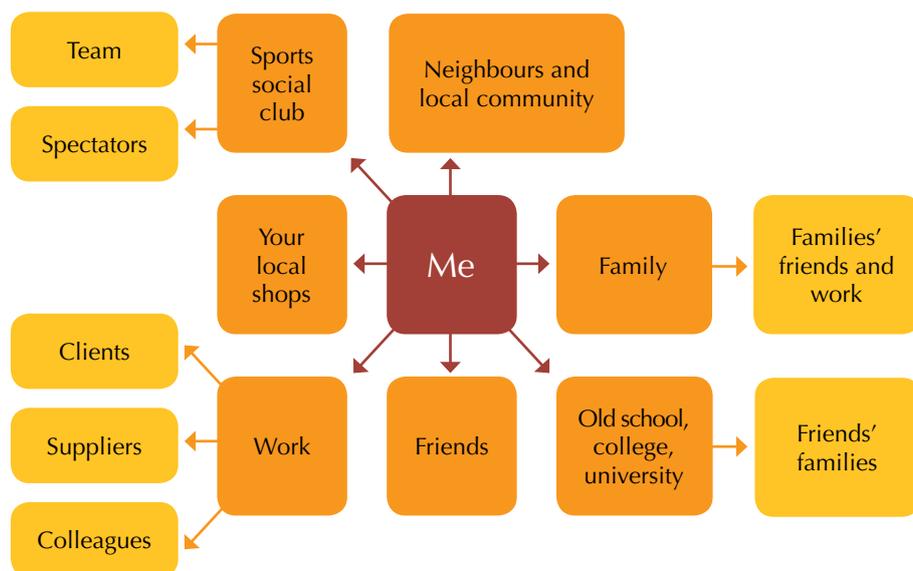
Once you feel you've thought of them all use the names as headings and list everyone you know who falls under them. Don't worry if people appear on more than one list, they can be very useful later on as you start to delegate jobs to people!

### Who will support me?

Draw a table like the one below to start you off. Put your name in the middle, then write down all the different ways you know people:

Share your story about why you are raising funds

#### Getting Started



## Emailing friends – the easy way to raise extra funds

By emailing family, friends, colleagues and others, you can ask them to sponsor you, invite them to your fundraising activities or offer them raffle tickets.

Remember to make your email personal – people are much more likely to support you if you share your story about why you are raising funds to support the Heart Foundation and how the money you raise makes a difference.

It can be helpful to include a link to your sponsorship page at the bottom of any email you send (if you use signatures on your email you can add it there) so that each time you send an email people are reminded of your quest to raise funds.

An online fundraising page is the easiest and most efficient way to collect donations. Friends and family can sponsor you by credit or debit card from anywhere in Australia or the world.

We have created a special online fundraising tool to enable you to create your own personal fundraising page!

### How it works:

- after you have been granted an authorisation to fundraise on behalf of the Heart Foundation, you will receive an online link which will allow you to set up your sponsorship page
- build your page
- email your friends
- they donate online
- you watch the total grow
- the money goes straight to the Heart Foundation!
- tax-deductible receipts will be issued to people donating \$2 or more



# Looking for inspiration?

## What have other people done?

### Jane Sutherland, Media Manager, Bondi

Coffee morning with friends	\$120
Beach party at Tamarama selling drinks	\$375
Corporate matching from management at work	\$500
Friends and family sponsorship	\$450
<b>TOTAL</b>	<b>\$1,445</b>

### Mark Newbury, Financial Planner, Milsons Point

Golf day at local golf club	\$825
Car boot sale	\$220
Pub quiz night	\$425
Friends and family sponsorship	\$1,000
<b>TOTAL</b>	<b>\$2,470</b>

# Don't try to do everything on your own

Keep it simple



## Plan, plan, plan

- set realistic targets based on the fundraising activity, how many and who will take part
- cost out your fundraising activity to make sure it's worthwhile staging. Aim to raise \$4 for every \$1 spent, and try to get as much donated as possible
- don't try to do everything on your own! Your friends will help you if you ask them to do specific things, such as sell tickets
- how will you publicise the fundraising activity? If people don't know about it, they can't support it!
- get sponsorship in advance so you can predict your total fundraising amount
- have checklists for everything you and your friends need to do

## Banking

- if you wish to bank your funds raised directly into the Heart Foundation bank account please contact your Events Coordinator on 1300 55 02 82
- please note that as a Heart Foundation Authorised Fundraiser you have certain record keeping and reporting requirements under the relevant fundraising legislation in your State or Territory
- Please contact your local Heart Foundation Events Coordinator who can assist with any information you may require
- **Let all sponsors know how much you raised**



# Keep it legal



## Use of the Heart Foundation name and logo

- the Heart Foundation logo is a registered trademark. If you want to use them in any format to promote your fundraising activity you must comply with the Heart Foundation's style guidelines. Call your local Heart Foundation Events Coordinator for details
- we must approve any reference to the Heart Foundation name and or logo before you go to print

## Licences

- some fundraising activities need special licences. Contact us to find out if you need one and where to obtain it from
- if you are planning a street collection, please make sure you contact us **before** making arrangements

## Lotteries and raffles

- the law concerning lotteries and raffles varies from state to state so please contact us to discuss any queries you may have

## Sponsors

- remember to let all sponsors know how much you have raised once you've collected all their funds – let them feel part of your achievement!

## Insurance

- as a third party fundraising group or individual, you are not covered under any of the Heart Foundation policies including travel, public liability or group personal accident. The Heart Foundation suggests that any third party fundraising group or individual have their own insurance for any fundraising activities they undertake

Safety is an important aspect of any fundraising activity

# Keep it safe

## Safety

- safety is an important aspect of any fundraising activity so always check any facilities in advance including fire exits and first aid
- obtain permission from the relevant authority in advance eg. police, local authority etc
- ensure you are adequately insured for any fundraising activity. Contact your insurance broker if you are in doubt about the cover you have
- have a contingency plan in case something unexpected goes wrong, eg. bad weather may ruin an outdoor fundraising activity

Please contact us:

**Australian Capital Territory**

PO Box 220  
Deakin West ACT 2600  
Telephone (02) 6282 5744  
Facsimile (02) 6282 5877

**New South Wales**

Level 3, 80 William Street  
East Sydney NSW 2011  
Telephone (02) 9219 2444  
Facsimile (02) 9219 2424

**Northern Territory**

Level 3 Darwin Central Offices  
21 Knuckey Street Darwin NT 0800  
Telephone (08) 8981 1966  
Facsimile (08) 8941 0344

**Queensland**

557 Gregory Terrace  
Fortitude Valley QLD 4006  
Telephone (07) 3872 2500  
Facsimile (07) 3252 9697

**South Australia**

155-159 Hutt Street  
Adelaide SA 5000  
Telephone (08) 8224 2888  
Facsimile (08) 8223 1416

**Tasmania**

86 Hampden Road  
Battery Point TAS 7004  
Telephone (03) 6224 2722  
Facsimile (03) 6224 2884

**Victoria**

Level 12, 500 Collins Street  
Melbourne VIC 3000  
Telephone (03) 9321 1533  
Facsimile (03) 9321 1574

**Western Australia**

334 Rokeby Road  
Subiaco WA 6008  
Telephone (08) 9388 3343  
Facsimile (08) 9388 3383

