

Fundraising Tool Kit



Thank you for choosing to raise vital funds for Arthritis & Osteoporosis WA.

Your fundraising efforts will help Arthritis & Osteoporosis WA to:

- Fund vital research so that one day we may find a cure
- Provide programs for children with arthritis such as “Camp Freedom”
- Organise public seminars and conferences, self-management courses and a telephone advisory service
- Teach people about prevention and management of arthritis through support groups
- Educate thousands about the latest research and developments through our magazine Arthritis Today
- Provide free information booklets and website tools
- Lead hydrotherapy classes and other exercise initiatives at our premises

In Western Australia, approximately 1 in 3 people are living with a musculoskeletal disease. Your contribution helps Arthritis & Osteoporosis WA fund vital support services for those people in WA living with the condition and their carers.

Getting Started

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

Prevent it.
Manage it.
Cure it.

Chances are you already have a good idea about how you're going to fundraise. If not, then read through this toolkit for a few suggestions and 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.

If you are uncertain of what to do or how much time your chosen fundraising activity will take, please contact Arthritis & Osteoporosis WA fundraiser, Amy Radunz. She has a wealth of experience in fundraising and events and will be happy to give you some advice and possibly provide some additional resources to aid you in your fundraising.

Share your story

Family, friends and acquaintances will want to know **why** you are raising funds. Share your story about why you believe the funds you are raising are for a vital cause. Influencing others to believe in your story will make your fundraising easier.

No matter how big or small your event, or how much money you raise, you can be sure every dollar will make a difference in the fight against bone and joint disease in WA.



Time to think WHO?...

The first thing to think about is **who** - who will help you to plan and carry out your event? Who do you want to attend or take part? Make sure you give everyone plenty of notice.

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. The first step is figuring out who is in your network.

Start brainstorming by drawing a table like the one below. Put your name in the middle, then write down all the different ways you know people; 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 groups of people you know! 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!



Some Inspiration...

When thinking of fundraising activities, think of things you, your friends and your family love doing. Focusing at what you are good at or passionate about will not only make the fundraising easier, but all your participants including yourself will have more fun!

Below are some fundraising ideas, categorised by complexity. Once you feel comfortable with fundraising, you may find you would like to take on a combination of activity types.

For the *Relaxed* fundraiser

- Raise funds through an existing event such as Halloween, a local fete or during an awareness day such as World Osteoporosis Day or World Arthritis Day
- Organise a gold coin fundraising day at work or school, such as casual clothes or demote the boss day)
- Setup an online fundraising page. E-fundraising is one of the quickest and safest ways to manage donations. Set up your own fundraising webpage at everydayhero.com.au where you can select Arthritis & Osteoporosis WA as your charity, and build a fundraising page.
- Ask colleagues and friends to sponsor you for a one-off event, such as a fun run
- Sell charity chocolates, or visit the krispy kreme website to sell doughnuts

For the *Passionate* fundraiser

- Run a raffle at your local sporting event or work
- Hold a pampering night in, and ask your friends and family to attend
- Hire a bus and arrange a wine tour
- Hold a car wash
- Arrange a Heritage Walk
- Hold a high tea at your home
- Organise a group treasure/scavenger hunt
- Organise a BBQ. Ask your local soccer/football grounds, Bunnings Warehouse, or indoor recreation centre if you can fundraise by holding a “one-off” or regularly for a period of time.

For the *Committed* fundraiser

- Speak to your local cinema, and arrange a new release movie viewing
- Ask your local pub to hold a quiz night
- Organise a ball or large dinner
- Hold a team Sporting Challenge; such as netball or volleyball
- Organise a bingo night

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!

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Spread the word...

Now you know what you're doing and when, it's time to start promoting your event.

Print

Make personal invitations and (if you want to attract a crowd) make posters for display at work and in your local shops, library, sports and community centres.

Online

Emailing all your friends, relations, colleagues and/or classmates you can ask them to sponsor you, invite them to your fundraising activities or ask them to spread the word onto their networks.

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 Arthritis & Osteoporosis WA 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.

Share your story through social media. Post images of your activities, updates on your progress of planning and reaching your donation target. Utilise the different channels such as Facebook, Twitter and LinkedIn to promote your cause to your different networks. Always ensure you provide a link to your everyday hero page so individuals have a channel to donate through.

Press Releases

Send a press release to all your local papers advertising your event or inviting sponsorship from companies and individuals.

Writing a press release is easy, honest!

You just need to explain what you're up to and keep things clear and simple. Follow these golden rules and you can't go wrong:

- Answer all the important questions in the first paragraph – the who, what, when, where and why.
- Make sure your contact details are at the end of the press release.
- Keep it brief: it should be less than two pages of A4.
- Check for spelling, grammar and accuracy – then check it again.
- Write a headline, but avoid puns. Journalists want clear, simple information – leave the puns to them!
- Double-space the entire press release so it's easier to read.

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What to do with the money

You've done the difficult bit – now you just have to pay in your hard-earned cash to Arthritis & Osteoporosis WA.

You can do this in one of the following ways:

Online

Via your everydayhero.com.au page

Post

Pay all the money you've raised into one bank account, and then just write a cheque for the total amount, payable to 'Arthritis Foundation of WA'. Send your cheque and a copy of your letter of approval to:

Arthritis & Osteoporosis WA
PO Box 354, Wembley WA 6913

Alternatively please contact Cecilia on 9388 2199

Tell us about it

Your fundraising efforts are hugely inspiring to other people – here in Western Australia, as well as nationally – who are all living with arthritis and osteoporosis. So don't be shy. Please tell us about your event and activities and send us your best shots of the action. You might find yourself and your friends starring in Arthritis Today magazines or on the Arthritis & Osteoporosis WA website. We look forward to hearing from you!

Contact Us

For more information please contact us

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