



# FUNDRAISING GUIDE

## STEP 1 - Think of your ideas

Need some new ideas?

Visit our website <https://www.variety.org.au/sa/get-involved/fundraise/>

## STEP 2 – Register your fundraiser

### FUNDRAISER REGISTRATION

All fundraisers must be registered with Variety by filling out the form via

<https://www.variety.org.au/sa/get-involved/fundraise/register-event-or-activity/>

### FUNDRAISER RECONCILIATION

Please fill out the reconciliation form to enable Tanya in finance to correctly receipt and allocate funds to your Bash car's fundraising.

<https://www.variety.org.au/sa/event-reconciliation-form/>

## STEP 3 - Promotion

### RAISELY

Once you have registered for the 2021 Variety Bash the Variety Office will set up a Raisely online fundraising page for your team.

We encourage you to use this easy to navigate peer-to-peer platform because it allows you to:

- Start fundraising
- Share your team's profile page with your networks via all social media platforms.
- A direct link for donations.
- An easy way to share your fundraising story.
- Promote upcoming fundraisers.
- Post short updates, images, and videos to update your supporters.

<https://variety-sa-bash-2021.raisely.com>

If you follow the 'donate' button it will take you to a list of teams so you can view their profiles.

## FLYER/POSTER

If you supply us with a flier we can advertise your fundraiser via the Variety Website and the weekly Bash Newsletter

## FACEBOOK EVENTS

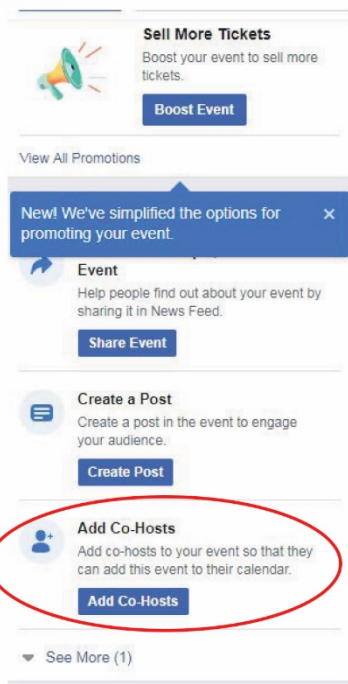
If you create a facebook event for your Bash fundraisers please feel free to invite our Variety SA Motoring Page to co-host your event. This way we can help promote your event with our extended Variety audience and your event will also be listed in our [events section here](#)

Once you have set up your event

**Step 1** - Click on the Add Co-hosts button on the right hand side panel.

**Step 2** - Scroll to the bottom of the page and under options type in the Co-hosts box

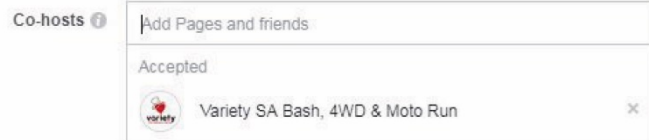
## STEP 1



## STEP 2

### Options

Choose who can edit and post in your event



### Posting

Anyone can post (reported posts and story items must be approved)

## VARIETY BASH, 4WD & MOTO RUN – FACEBOOK PAGE

If you have not already checked out our Variety SA Motoring Events page please do so [here](#)

# STEP 4 – Utilise our fundraising tools

## AUTHORITY TO FUNDRAISE LETTER

(Available upon request) -Email [bash@variety.org.au](mailto:bash@variety.org.au)

## REQUEST FOR SPONSORSHIP LETTER TEMPLATE

(Available upon request) -Email [bash@variety.org.au](mailto:bash@variety.org.au)

## VOLUNTEER ID BADGES

(Available upon request) - We need a clear face photo.

Email - [reception@variety.org.au](mailto:reception@variety.org.au)

## PUBLIC LIABILITY INSURANCE COVER NOTE

(Available upon request) -Email [bash@variety.org.au](mailto:bash@variety.org.au)

## PERSONALISED - EMAIL SIGNATURE BANNER



Would you like a personalised fundraising image like the one above that you can add to your work or personal email signature and you can link it direct to your Bash Car's Raisely fundraising account?

Just ask us and we will set one up for you. Contact [Jason@variety.org.au](mailto:Jason@variety.org.au)

### Benefits:

Every time you send an email it gives all recipients the opportunity to make a donation to your Bash car.

## BORROWING EQUIPMENT

We have the following items available for you to borrow for your fundraisers. To avoid disappointment please ensure you book your items well in advance.

- Variety Flying Banners
- Variety Pull Up Banners
- Variety Bash Corflutes (Approx Size 1200mm x 400mm)
- Eftpos Machines
- Collection Tins
- Bash Collateral, Brochures & Magazines

To book items - Email [reception@variety.org.au](mailto:reception@variety.org.au)

## USE OF BASH LOGOS ON FLIERS



When advertising your Bash Fundraising events please remember to include the Bash Logo (above) along with one of the descriptions below;

1. Car 10 (Raising funds for the SA Variety Bash)
2. Car 10 (Raising funds for kids in need through the SA Variety Bash)
3. Car 10 (an entrant in the 2021 SA Variety Bash)

#### **DO NOT USE**

- The Variety Logo - (It must be the Bash Logo)
- Do not use terms "Variety Club", "Bashing" or "Bush Bashing"

#### **FUNDRAISER FLIER TEMPLATE**



To make your life easier and to keep all promotional material in line with our Variety branding we have made a template you can use when creating your flyers for your fundraising events.

## **Finance Information**

#### **PAYMENT OPTIONS**

##### **1. Credit Card Online via your Raisely Fundraising Page.**

<https://variety-sa-bash-2021.raisely.com>

- Click the red 'donate' button
- Type the Bash Car Number into the search box.

##### **2. Credit Card Online via the Variety website**

<https://www.variety.org.au/sa/donate/>

- Put **BASH21/Car Number** into the comments field

- Fill out your personal details
- Click Submit. You will be taken to the secure payment page, where you can enter your Visa, MasterCard or Amex details.

### **3. Westpac Smart ATM Deposit**

You can deposit all fundraising monies into a Westpac Smart ATM by using our bank account and your mobile phone numbers [CLICK HERE](#) to see how easy it is.

### **4. EFT**

BSB: 035 212 A/c No: 240647

REF: (BASH21/Car No./Surname or company name)

\*Please email remittance to [finance@variety.org.au](mailto:finance@variety.org.au)

### **5. Cheque**

Deposit to a Westpac Smart ATM or drop into the Variety Office, 68 Richmond Road, Keswick SA 5035

### **COLLECTION TINS**

We have collection tins available from the Variety Office, please provide some notice on how many tins you require, and we can have them ready for you.

### **BANKING - Collection Tins**

Once your tins are full take them to a Westpac Coin Banking Machine and you can bank the money into our Bank Account below;

BSB: 035 212 A/c No: 240647

REF: (BASH21/Car No.)

You will receive a confirmation receipt, if you take a photo of the receipt and email it to

[finance@variety.org.au](mailto:finance@variety.org.au)

your funds will be allocated to your fundraising statement as easy as that!

### **BANK ACCOUNTS**

Bash entrants must not create bank accounts with any of the following names; Variety, Variety Bash, Bash Car or anything similar to hold money raised for Variety.

### **TRANSFERRING FUNDS TO YOUR BASH CAR**

A reminder to tell all donors and supporters when transferring funds into our bank account to make sure they reference **Bash 2021/Your car No.**

Then email all details to Tanya via [finance@variety.org.au](mailto:finance@variety.org.au) and what the payment is for to ensure the funds are allocated to your fundraising balance and receipted correctly.

### **DONATION VS SPONSORSHIP**

**DONATION** is a voluntary payment, for which the donor receives nothing of value in return. This means that tickets to functions, raffle tickets, auction items etc are not donations because something of value is received in return for the payment.

**SPONSORSHIP** is a payment, for which advertising or marketing benefits are received. As an example, the sponsor may receive signage on your Bash Car. If they receive a small sticker on the car up to (30cm x 10cm) then it is not considered 'of value' and the payment can be treated as a donation. However if the sticker is larger than (30cm x 10cm) this becomes sponsorship which includes GST, so the funds credited to the team fundraising statement will be net of GST.

### **INVOICES**

Many organisations require an invoice to make a donation/payment towards your fundraising. To request an invoice please email the amount, company name, contact person, email address and your Bash car number to Tanya via [tanya@variety.org.au](mailto:tanya@variety.org.au)

### **DEPOSIT CARDS**

Selected Westpac branches now have the facilities to accept new self service deposit cards. We can issue you a self service deposit card which will be linked to your Bash fundraising account via the Variety Bank Account.

This card is similar to an ATM card (with no PIN required) and you use it when depositing funds raised into our bank account.

If you would like a deposit card please make the request through Meredy at [reception@variety.org.au](mailto:reception@variety.org.au)

### **SQUARE**



Square is a small device you can purchase which allows you to accept tap-and-go credit card donations/payments anywhere anytime, and the money goes straight into the Variety bank account.

This is an easy system that you can use at any fundraiser or even when collecting donations whilst rattling the collection tin, giving people the opportunity to donate even if they don't have cash on them.

We recommend the \$59 version and you can purchase these devices through either Officeworks or Harvey Norman and we can help you set it up.

## **Other fundraising options**

### **WORKPLACE GIVING**

**What will you give?**

The message in our 'Workplace Giving' campaign is simple. For as little as \$2 per week, an individual can make a real difference to the life of a child in SA.

By signing up your organisation's employees to Variety's Workplace Giving Program, donations received from your organisation and individuals can be attributed to a chosen Bash vehicle, not only helping your car's fundraising tally but helping kids in need in SA!

For just \$8 per month over a year, your regular gift will help Variety send a child in need to the Annual Variety Children's Christmas Party at the Adelaide Event and Exhibition Centre. Those of you who have been to one of these parties will understand what an inspiring experience it is. Workplace Giving Brochures are available from the office please, contact us on 8293 8744.

**VARIETY ANNUALTHEMED BALL - Friday 30 October, 2020**

This is a great opportunity to increase your Bash fundraising. You can sell tables of 10 and put an item in the silent auction - part funds raised from the tables and full funds from the silent auction items can go towards your Bash fundraising tally. Ask us how?