



A-Z Fundraising Tips and Ideas *for the community and workplace*



There are endless ways to fundraise for Variety WA and reach your fundraising target!

Here's an A-Z list of how you can maximise your fundraising efforts to raise more money for WA kids in need who are sick, disadvantaged or living with disability

- A. Ask, ask, and ask again!** Approach everyone you can think of to ask for support. Ask your family, friends, neighbours, business partners, or strike up a conversation with someone you haven't talked to in a while!
- B. Bake sale.** Everyone loves a good old fashioned bake sale, especially for a good cause. Put an invite out and get your neighbouring businesses involved, too.
- C. Casual dress day.** Fridays aren't the only day that staff can dress casual! Hold a casual dress day on another day of the week for a gold coin donation from staff.
- D. Dogs in the office day.** Allow your staff to bring their (friendly, toilet-trained) dogs to work for a donation. If you have too many dog owners in your workplace, why not hold a ballot and charge a fee to put their name in the hat?
- E. End-of-week barbecue.** Whether in the office, at your local Bunnings or in your own backyard – fundraising barbecues are a great way to kick off the weekend and progress towards your target at the same time.
- F. Fundraising page.** Scan the QR code to set up as many fundraising pages as you wish. You could set up one page per department and have a competition to see who can raise the most, and give a prize to the winning department!
- G. Get social!** Post your fundraising page URL on Facebook, LinkedIn or other social media channels that you use. You can use the templates we've provided online to get you started.
- H. Host an event.** Hold a "Lunch and Learn" workshop, networking event or sundowner, with the proceeds from ticket sales to be donated towards your cause.
- I. Implement a cause-related marketing campaign.** Run a special promotion to drive sales or business leads, while at the same time raising funds for Variety. E.g. 20% of the price of a product is donated to Variety.
- J. Jog their memories.** People need to be asked an average of three times before they give a donation, so make sure you remind them if they haven't got back to you yet.
- K. Kindred Spirits.** It's always easier if you have some others who can join you as you fundraise. Raising money for children is universal so if you ask others to join you, they just might do that.
- L. Lawn games day.** Host a nostalgic, family-friendly day filled with classics like bocce, croquet, sack races, and giant Jenga.
- M. Match donations.** Get your company to match the donations made by your staff, or ask other businesses to do the same.



Scan the QR code for more tips, information and resources.



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- N. Negotiate donations into your dealings.** Offer to help others out in return for a donation. It's a win-win!
- O. Optional charge for every coffee.** Consider charging a small amount for every cup of coffee made in the office. Instead of asking for a coin donation every time, you could simply display a tally sheet next to the coffee machine and add it up at the end.
- P. Promote the cause.** People are more likely to give if they feel connected to the cause. Use the resources provided in this kit to let people know what you're raising money for and use the "proudly supporting Variety – the Children's Charity" logo in your communications.
- Q. Q&A session with staff.** Let your team know what things you are doing to fundraise – or better yet, invite us to your office and we can fill them in and answer any questions they may have.
- R. Raffle or auction off a special item or prize.** You can ask for an item to be donated, raffle off a service that your business delivers or offer a special prize like an allocated car bay or professional development session for the highest bidder.
- S. Seek sponsorship.** Approach partners, clients and suppliers to seek a tax-deductible business contribution, in exchange for public recognition.
- T. Tip jar or swear jar.** If you experience high traffic in your stores or workplace, add a donation jar and get creative with reasons for getting people to donate, e.g. every time someone swears or uses a word such as "um" or "email".
- U. Update your email signature.** Use the email signature template provided online and link it to your fundraising URL to spread the word with every email you send.
- V. Videos are worth 1,000 pictures.** A picture paints 1,000 words, but there's no better channel to tell a story and get your message across than video. You could create a cute video for social media.
- W. Website promotion.** Use the image resources we've provided online to promote your cause on the home page of your company's website. Don't forget to link it to your fundraising page!
- X. Xbox competition.** Get a group of friends together or set up a competition in the office and battle it out on your favourite video/ computer games! Charge an entry fee to raise money and introduce game-related fines to make it more interesting.
- Y. Yoga at work.** Treat your staff to a group yoga session for a \$15 donation and help the mind, body and soul!
- Z. Zealousness!** Show others that you are passionate about the cause – whether it be among your friends, in the elevator or while waiting for your morning coffee you'll be surprised at the support you receive.



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