

Community Fundraising Guide



Holding your own fundraising event for RACQ Capricorn Rescue is a rewarding way to support our vital community rescue helicopter service. With more than half our funding contributed by the community, you'll know you're making a real difference.



So how can you as an individual or your community group help?

Organise your own event and we'll help you to help us!

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Rarely a week goes by when an individual, club or business is not hosting a special event on our behalf.

These events range from sausage sizzles to gala dinners, from charity golf days to open days.

The hard work and contributions of our community groups, individuals and local businesses is greatly appreciated, so to assist you in making your decision to fundraise for RACQ Capricorn Rescue, we have put together this booklet, which is full of great fundraising ideas to help you, to help us.

RACQ Capricorn Rescue's Fundraising team is more than happy to be of assistance with your fundraising efforts. Subject to time and availability we would also love to be a part of your event on the day.

We can assist by offering you:

- An item of merchandise to raffle or auction.
- Distribute for you a media release that has been provided to us to promote your event.
- Promotion on our website, Facebook page and Twitter page.
- Newsletters.
- Stamped raffle tickets.
- Attendance by our Fundraising and Volunteer team on the day (subject to availability).

Fundraising ideas to get you started

Creativity, fun and profitability are the most important factors to remember when choosing the type of fundraiser to hold. Apart from knowing your audience's interests your only limit is your imagination! Towards the end of this booklet you will find our A-Z Fundraising Ideas Bank.

Confirm your fundraiser in just 3 easy steps:

| STEP 1 | STEP 2 | STEP 3 |
|--|---|---|
| Decide what type of fundraising event you would like to host. Keep in mind your group members and resources. | Register your event online at www.chrs.org.au on our Fundraising Event Enquiry Form. | You will be contacted to discuss your event and how we can help. It's time to start outing your plan into action! |

10 Handy Fundraising Tips

1. Set a goal

Set yourself clear goals of exactly what it is that you hope to achieve and exactly how you wish to achieve it. Once you have identified your clear goal determine what steps you need to take to achieve this goal.

2. Pick an idea to suit your group or situation

Choose the best fundraising idea to suit your group members. Ideally this should be the fundraising idea that will suit the resources (e.g. outlays, people power) that you have to work with. Minimum effort for maximum outcome sounds great, but make sure you are enthusiastic about your idea. To work out what sort of event you should run involve your fundraising committee in a brainstorming session, see what tasks others are prepared to take on and with what capacity they are willing to work with you on the fundraising project.

3. Identify other community events that are happening

Be aware of any other community events or national/state public holidays etc. that might compete with your fundraiser and affect the attendance and the overall outcome of your event. Try to pick dates where there are few or no other events happening – this will maximise your fundraising chances. Try checking your local council and tourism event calendars.

4. Organise your fundraising project team

It is important to remember there is no “I” in team, having a valuable support network to assist and contribute to your fundraising project is vital to its success. Two, three, four, five or even six heads are better than one, and you may just uncover hidden talents in your team members. Try and plan ahead and delegate tasks from the get go so your project runs as smoothly as possible.

5. Maximise funds raised – utilise your event program

Even at small scale events there are usually multiple opportunities to raise funds from a variety of avenues. Be creative and think of unique ways to get your guests to dig deep. Incorporate multiple fundraisers into one - hold a raffle and an auction at the same event.

6. Minimise your expenses through sponsorship/in-kind donation agreements

Most local businesses and companies like to contribute to community events, especially in the name of charity. Think of ways that your event will benefit local businesses in return for them donating gifts, money or services to the event. Perhaps logo inclusion on associated promotional material, special mention at the event, or the opportunity to display signage or banners to promote their business will entice sponsors.

7. Budgets, finances and record keeping

It's always a good idea to set up a budget before your event planning gets into full swing. This will give you a good idea of the costs involved with your event before you begin. Make sure you keep track of what you spend by keeping receipts, invoices, cheques donated and money deposited. This will ensure that no-one is left out of pocket at the end of the

fundraiser and all costs and monies are accounted for. It's best to allocate two or more individuals who will handle the finances of the project.

8. Profit versus expenses

A general rule when organising a fundraising effort is to keep your expenses at or below 30% of your profit. In a practical sense, this means that for every \$1 you spend, you should raise \$3 in return.

9. Let us know how you think we can be of assistance

As we are a charity we do have limited resources, however we are more than happy to assist you wherever possible. Once dates and event details are confirmed, make sure you let us know so we can do as much as we can.

10. Have fun!

While planning your event, remember above all to have fun! The effort and attitude you put into your event will be reflected in the outcome – so smiles all round is the best way to approach your task ahead 😊

A-Z Fundraising Ideas Bank

- **Afternoon tea/ morning tea** – have your family, friends or work colleagues bring a plate of food and charge an entry fee to all participants.
- **Auction** – hold an auction by obtaining donated items and/or services from local businesses, sports stars, artists and/or performers.
- **BBQ/Sausage Sizzle** – hold a BBQ at your school, workplace or at a public venue.
- **Baby guessing competition** – Get your school friends or work colleagues to bring in a baby photo and pay to guess who's who. The winner gets a prize.
- **Bike rides** – gather a group of friends who want to raise funds by holding a sponsored bike ride.
- **Book sale** – get your family, friends and work colleagues to clear out the book shelves and organise a book sale where all proceeds are donated.
- **Benefit performance** – contact your local arts centre, drama group, orchestra or choir and organise a charity performance.
- **Car washing or window washing**
- **Car park raffle/auction** – if parking your car at work is near impossible, when those with company car parks are away, why not organise to raffle/auction off their car space?
- **Casual day** – hold a regular casual day and charge each of those who join in. Encourage participants to also purchase one of our helicopter badges at www.chrs.org.au.
- **Caption competition** – get a photo of your boss, school principal or colleague doing something unusual and charge for participants to submit a caption.
- **Chocolate drive** – purchase fundraising chocolates to sell at school or work.
- **Cake Sale** – bake a few cakes and sell each slice.
- **Cinema screening** – approach your local cinema and see if they will hold a preview screening of a new release movie for RACQ Capricorn Rescue. Increase ticket prices by an extra few

dollars and sell to work colleagues, customers and friends. At the screening have a foyer display selling our merchandise to collect extra donations.

- **Children's fun day** – arrange activities and entertainment for your work colleagues to bring their children along and charge a fee for each child who participates.
- **Collection tins** – 'swear' jars at work or in your club house, you pay a fine if you say a banned word or action.
- **Colouring-In competition** - hold a competition that your work colleague's children can participate in. We can provide templates.
- **Cookbooks** – ask work colleagues etc. to donate copies of their favourite family recipes to form a cookbook you can sell to your colleagues and friends.
- **Donate** - an hour's pay, or why not a day's pay?
- **Dances** – organise a themed dance for your next social club outing, why not go back to the 50s, 60s or 70s or perhaps Salsa is more appealing?
- **Dress up day** – forget dressing down, it's your chance to glam up at work!
- **End of financial year party** - why not name us as your charity of choice at your end of financial year party? Charge a small entry fee and give out prizes.
- **Expeditions** – gather some action orientated work colleagues to embark on an adventurous trek that could be either sponsored or ticketed - the group could climb a mountain or hike.
- **Expert talks** – confirm a guest to talk on a subject that you and your colleagues are interested in. Charge an admission fee and perhaps hold an auction of their latest book etc.
- **Friday night work drinks** - hold regular Friday night drinks where the company subsidises the alcohol and snacks. Charge an entry fee and small amount for each drink.
- **Fancy dress days** - organise a fancy dress day at work such as crazy tie, bad hat or blue and yellow only day.
- **Fun runs** – gather any interested work colleagues and participate in a sponsored run.
- **Fun day at work** - hold a fun day with activities like lawn bowls or ten pin bowling etc.
- **Fishing competition** - organise a fishing competition for all of those fishing enthusiasts you work with and confirm who really is the best fisherman/fisherwoman in the ranks! Charge an entry fee.
- **Fashion parade** - host a parade for your work colleagues by inviting local boutiques and shops to showcase their latest fashions and charge an admission fee.
- **50/50 club** – Get your work colleagues to donate \$5 a month. Each month hold a draw where the name of each participant is put in a hat with one name drawn out. The lucky person whose name is pulled from the hat wins half the total raised while the other half is donated to RACQ CHRS.
- **Guessing competition** - at work, fill a jar with lollies, coins, rubber bands or thumb tacks and charge \$5 per guess.
- **Gold coin** – build a gold coin tower at your work, or lay down a gold coin path through your offices.
- **Golf days** – hold a golf day for your work colleagues, clients and/or suppliers and name us as your charity of choice.
- **Go-karting** – why not have your next work social outing at the local go-kart track and confirm who really is the fastest driver in the workplace. Add a few dollars to the admission price to raise money.

- **Heads or tails** – play a game of Heads or Tails. Everyone donates to enter. Whilst standing up, each person decides if they're heads or tails by putting a hand on their head or their bottom. Flip a coin and announce the results. Those who get it wrong sit down. Continue until only one person is left.
- **Hat sale** – get everyone at work to donate their old hats (perhaps around spring carnival time) and hold a “second hand” hat sale.
- **Halloween party** – why not hold a Halloween party for your October social club outing and sell tickets to the event?
- **Indulgence Day** - instead of casual day, create an indulgence day where everyone can wear their slippers and have a hot chocolate for a fee!
- **Individual gifts** – hold a gift day and encourage your work colleagues to support us by making pledges, donating an hour/day's pay or signing up for workplace giving.
- **Inter-departmental sports matches** – organise for teams or departments to play against each other in a knock out competition. Anyone for netball, soccer etc.? Each team pays an entry fee.
- **Knockout darts or pool tournament** –Perhaps holding a darts competition would be good, or if that doesn't appeal, there's always the traditional pool competition! Entry fee required.
- **Karaoke night** – why not hold a karaoke night for your work's next social function? Raise money by auctioning performers.
- **Kite flying competition** – why not hold a family day for your work colleagues with a picnic in the park and kite flying? Have a best kite competition with a fee to enter.
- **Late for meetings penalty** - do meetings constantly start late? Why not charge a \$5 penalty for anyone who arrives to a meeting five minutes after its planned commencement?
- **Lawn bowls** - test your team's skills in the art of lawn bowls, it's good fun and you can even do it bare foot! Add a few dollars to the green fees.
- **Lunch money** - instead of buying lunch, why not have your work colleagues bring in their own lunch one day and donate to RACQ CHRS what is normally spent on lunch.
- **Logies event** - do you and your work colleagues follow the Logies? Perhaps hold your own Logies night with prizes for “work related categories” and hand out Logie statuettes to the winners. Sell entry tickets to the event.
- **Mobile phone ringing penalty** - start a penalty system for anyone whose phone rings during a meeting or presentation, perhaps a \$5 penalty should be established to discourage the polyphonic/musical disruptions?
- **Makeover evening** – hold a pamper session at work and organise beauticians and massage therapists to provide complimentary treatments. Each person pays an admission fee.
- **Masquerade ball** – for your next work function, why not hold a masquerade ball or dinner?
- **Master classes** – are you or any of your work colleagues exceptional at something? Why not organise a small class to show other people how to do it and charge them for the privilege?
- **Memory meal** – transport you and your work colleagues back to when you were kids. Have a day where you all dress in the style of the decade you fondly remember as children and bring along some of those tasty dishes your parents would cook.
- **Nintendo/Xbox/PlayStation competition** - organise a play off at work to see who is the ultimate computer gamer amongst your work colleagues. Charge participants to enter and spectators to watch!
- **Night at the races** – organise an evening with famous races on video and run sweeps, raffles and/or an auction. Charge a gate admission fee.
- **No coffee/tea day** – work colleagues pay \$5 per breach of their agreement to not drink tea/coffee, or perhaps up the stakes with no chocolate, no-personal calls or no-smoking.

- **Office space** - are you in an open plan office with unlimited distractions? Why not raffle/auction off the boss's office next time he/she is away?
- **Party pies/sausage rolls** - how about holding a fundraiser where you sell homemade party pies and sausage rolls to your work colleagues?
- **Quiz night** – organise a “bright sparks” trivia quiz for work colleagues to prove who really is the smartest of the bunch!
- **Regular giving** – this can be done at your convenience by contacting us to arrange deductions.
- **Raffle** – organise prizes to raffle off to your work colleagues.
- **Race night** – gather the punters at work and organise an event at your local greyhound or horse racing track.
- **Spring Bulbs** - organise to sell spring bulbs purchased in bulk to your colleagues.
- **Scrabble competition** - find out who really is the “thesaurus” champion of the office. Once again charge participants to enter and spectators to watch!
- **Staff Survey** - encourage everyone to complete the staff survey and pay a gold coin donation to RACQ Capricorn Rescue with the company matching the contributions made.
- **Trivia night** - organise a trivia night for work colleagues to prove who really is the smartest of the bunch! Team fees to apply.
- **Talent competition** - hold a night of entertainment where your co-workers can pay to enter and showcase their amazing “hidden’ talents”!
- **Ten pin bowling** – find out who the best ten pin bowler is amongst your work colleagues by testing their skills in a sponsored bowling tournament – for the professionals, try it blindfolded! Participation fees applicable.
- **Treasure hunt** – to boost staff interaction, why not organise a treasure hunt for your co-workers? Organise cryptic “work related” clues leading people from one location to another.
- **Unsolicited donations** – everything is gratefully accepted!
- **Umbrella rental** - rent out work umbrellas for a gold coin donation.
- **Victory donation** – When your team wins a competition, why not donate the winnings to us?
- **Wine tasting evening** – spend an evening tasting fine wines with your work colleagues. Charge participants an entry fee that covers wine, cheese and a donation.
- **Walk** – why not gather a group of interested work colleagues to partake in a sponsored walk?
- **Xmas party** – at this year’s Christmas party why not name us as charity of choice and hold an auction, raffle or include an additional amount to donate to RACQ Capricorn Rescue on all tickets?
- **Xmas card donation** – instead of sending Christmas cards this year, wish your work colleagues and clients a Merry Christmas using eCards? The money you and your colleagues normally spend on Christmas cards can then be donated to RACQ CHRS.
- **Your idea** – often the best fundraising ideas are the ones you come up with yourself.
- **Yes day** – convince a group of your work colleagues to have people sponsor them in their quest to say yes to everyone’s work demands on a particular day (within reason of course).
- **Zany ideas** – run a competition at work to think of a fundraiser beginning with Z and send your ideas to us please.

Lastly... We hope this information has given you an insight into fundraising and will make you want to raise money to assist RACQ Capricorn Rescue to continue providing your community helicopter rescue service freely to the people of CQ 24 hours a day, 7 days a week, 365 days a year.