



Oxfam Australia's Fundraising Ideas

www.oxfam.org.au



General Fundraising Tips and Ideas

- ✦ Be comfortable with asking and getting a “no” – don’t let it put you off your fundraising campaign! There’s never any harm in asking, especially when your cause is a charitable one
- ✦ Be enthusiastic and believe in the cause! Know where the money is going and be informed about Oxfam Australia’s various projects. Give people examples of the type of work they are supporting
- ✦ Old address books can be a useful fundraising tool. Write, telephone or email all those friends you have lost touch with; it’s a good excuse to take up contact again
- ✦ Think about return versus effort. Don’t spend hours on something that sounds like a good idea but may only make you \$50
- ✦ A few free providers on the internet include www.blogspot.com and www.livejournal.com
- ✦ You can post on your online journal details of your training routine, fundraising targets and progress, upcoming fundraising events, and then finally a mini-journal with reflections on the trip (that is if your fundraising activity is a trip) and photographs
- ✦ You can use this journal as a promotional tool as well by sending updates to contacts that you know who are supportive of the work you do. Providing information such as this will ensure that donors know that their contribution is appreciated and is being put to a good cause
- ✦ Thanking anyone who supports you is essential. A short email, or even better, a simple handwritten note will make your supporters feel appreciated

Who you can target

- ✦ Friends and Family
- ✦ Colleagues, employer, employees
- ✦ Local businesses
- ✦ Neighbours
- ✦ Your community group, church or school community
- ✦ Running clubs, surf clubs, gyms or other sporting groups you might be involved in
- ✦ Rotary and Apex Clubs

Things to keep in mind

You might find it useful to ask yourself the following questions when designing your own fundraising strategy

- ✦ What sorts of contacts do I have? Will they be interested in what I want to do? If you can come up with something people would want to do whether it’s a fundraiser or not then that’s a great start
- ✦ What are you interested in? If you do things you also enjoy then the whole experience will be much more enjoyable!
- ✦ How many other similar things are happening in my community, workplace social group etc? Is there demand for this type of thing?
- ✦ What kinds of prices can I charge? Do I know people who would be happy to pay \$50 per head for dinner or will this not suit their price range?
- ✦ Who can I get to help me with my fundraising?

Fabulous Fundraising Ideas

You can go a long way with new ideas, but don't forget old ones that have continued to work too. They've worked for a reason.

Small Speedy Spinners!

Sometimes it's the simplest of ideas that are the most successful. Here are some ideas that don't require too much time and effort but are still good ways to get people involved in raising money for a great cause!

Do-it-Yourself Drives

Pancakes / Cakes / Chocolates / Sweets

If you're good in the kitchen, this is an easy and quick way to raise money. You may wish to ask for donations of milk, flour, eggs etc, or price your goodies to cover the cost of ingredients.

If you're selling your goodies at work, your drive could be as simple as leaving them in a big jar with serviettes nearby. Label the jar with the price of each item and have a money tin nearby. Alternatively, you may wish to package them up (e.g. with cellophane and ribbon). In offices, an email/post on the public announcement board/poster in the tearoom may be adequate promotion.

Another option is to sell your slices at a market stall. In this case, you may wish to enlist the help of family and friends for the baking (depending on the number of goodies you wish to make) or ask them to donate a cake. If you're using donated ingredients, you can acknowledge your supporters at your stall with a poster/banner or ask them if they'd like you to distribute flyers from your table. You can find out more about weekly community markets at your local council.



Lolly Guessing Competition

This works great in a workplace.

You will need:

- ✦ Empty jar with lid – a largish one works better (easily bought from The Reject Shop / \$2 Shop)
- ✦ Selection of lollies

Count the lollies as you fill the jar. Write the number of lollies on a scrap of paper, seal it in an envelope and put it into the jar (or write it on the inside of the jar lid). Seal the jar with wax or tape.

A charge is made for each guess of the number of lollies in the jar. Record the entry in the notebook (or spreadsheet) together with the name, address or phone number of the entrant. You could even post it on a wall near the lolly jar.

Set a date for the end of the competition. The correct guess/ closest guess of the number of lollies wins the jar and its contents.



Cookbooks

Ask for 'donations' of tried and trusted recipes of old family favourites. Collate and print them to sell – you could even do it electronically to save on costs. Alternatively, ask participants to make a donation when they provide a recipe and give them a copy of the cookbook once you've organised all the contributions.

More quick and easy ideas:



Why not **sell packs of movie tickets to Hoyts cinemas**. You can make \$15 per pack you sell. Pre-sell the packs to friends and family then order a minimum of 20 through Hoyts (that's \$300 to you). Go to easyrn.com.au for more info. A good alternative to chocolate drives.



With a little outlay, you can make **greeting cards/birthday cards** and sell them at the office or at your children's primary school/church/social club. Especially great for those with calligraphy skills!

Shave your head / dye your hair for Oxfam - people love to support others embarrassing themselves.



Talk your employer into letting you run **casual days** at work. If you have an office of 200 people and everyone pays \$2 to wear casual clothes, you can make \$400 with little effort. Do this once a month for 3 months and you have \$1200.



Why not hold a **coffee morning** or afternoon at home? What better way to catch up with friends than baking a few cakes and asking for a donation?



Cook lunch or morning tea on a few days at your workplace. You could charge \$5 for morning tea or \$10 for lunch. You could run these once, once a month or more. To maximise your profit, get people to pre-order.



Organise a **stand at a local market**. If you have a community market, it is usually quite cheap to secure a stand. You may then be able to sell things you don't want anymore or, if you're creative, you could make something and sell it at your stand.



Set up a **swear box** in your work, pub or at home, fine \$1-2 for every \$%*! uttered. You can adapt this idea to fining people for other things, like \$2 for anyone who's late to a meeting at work or fine your house mates \$2 for leaving dirty dishes out overnight.

Medium Money Makers

Custom labelled wine

This is an alternative to the usual chocolate drive and is just as easy to organise. Several businesses offer quality wines at good prices and will label them for you at no or minimal cost. You can use the label to promote your activity and also to thank your supporters.

Some suggested contacts are:

http://www.prospectwines.com.au/prosp_fund.html (Victoria)

<http://www.winedesign.com.au/fundraising.htm> (New South Wales)

<http://www.arkwines.com/> (New South Wales – offers also a selection of olive oils that can be custom labelled)

If you decide to fundraise through selling wine and you contact a business about prices, here are some additional points you should consider:



- ✦ Whether you have to organise your own labels
- ✦ Size of minimum orders (if any) of wines and labels
- ✦ Whether order forms for your supporters are supplied
- ✦ How credit card payments are processed
- ✦ Delivery or pick up (and costs involved)
- ✦ Whether any unsold wine can be returned
- ✦ Suggested selling prices (and your profit margin)

Ask the supplier regarding liquor licenses (this generally will not be required unless the liquor is to be consumed at the sale venue).



House parties

A great way to catch up with friends and do some fundraising! Send an email to everyone in your address book. Be clear that it's a fundraiser for your cause. Invite as many people as you can (invite at least three times as many people as the number you want to come). You can fundraise by asking for a donation on entry but you may choose not to charge admission if you think it may deter attendance. If you choose not to charge admission, ensure that friends who do not intend to donate know that they are welcome to attend too – they may change their minds about donating once they're there!

During the party, give a short talk about your fundraising activity and ask everyone to consider a gift – pass out envelopes or have a friend circle the room with a collection bucket.

Hints and tips:

- ✦ Be sure you make it clear how people are to give their money. If you're passing an envelope, arrange for friends to circulate them. If you're collecting on entrance or exit, have someone stand at the door – this would be much more effective than a collection box. You might think of some other creative way to collect money or incorporate something like a novelty auction.
- ✦ Have a fancy dinner at your home or a regular dinner at someone's fancy home! Serve unusual or gourmet food, charge \$40 per person and have 25 or more guests. This would raise \$1000 for a night of fun.



Garage Sale

Your trash may be someone else's treasure. Clear the clutter around the house and get rid of the things you don't use by holding a garage sale in your driveway!

Things to consider when planning a garage sale:

- Advertising (the local paper, a club newsletter, the weekly bulletin of your kid's local school, the noticeboard at the library, letterbox drop, big placards placed on nearby main roads)
- Storage place – for the sale items before the sale
- Incidentals such as detergent and wipes to clean the sale items, sticky labels to mark prices
- Unpredictable weather can you set up under a car port



- Return of unsold items – if you're selling donated goods or selling goods on behalf of other people, ask them what they'd like you to do with any unsold items (e.g. return it to them/donate them to the Smith family/local op shop)
- If you have numerous small items to sell, make sure you have enough tables to set them out on
- You may need assistance at the garage sale, so find a willing helper who's able to wake up early!

Lawn bowls day

Terry & Lisa raised \$800 through a lawn bowls function attracting over 50 friends to their Bowls, Beer and BBQ day. The day was promoted as a great fun day out in the sun with Beer, Bowls and BBQ all at hand for the happy punters and with all the proceeds going to a great cause, they didn't struggle to attract a large crowd.



- ✦ First they found a suitable lawn bowls club that would happily cater for the event (many lawn bowls clubs have casual days on Sunday)
- ✦ They invited people to form teams of 4 and book ahead
- ✦ They put on a BBQ and raffle to help improve the amount they raised
- ✦ They charged \$20 per person which included bowls plus BBQ & Salad
- ✦ The raffle raised nearly \$200 with prizes which were all donated
- ✦ Beer and other drinks were sold over the bar by the lawn bowls club at very happy prices
- ✦ As they guaranteed such a good number of people for their event they were able to negotiate cheaper rates on the per person charge for bowling and free use of 2 BBQ's.

A night at the movies!

Organise a group of friends to see a movie and fundraise through charging a premium on the tickets!

Contact your local cinema to arrange a movie screening for your friends and family. The cinema will be willing to sell tickets to you below the regular retail price – you choose the price at which you will sell them and the profit is yours!



What to do:

- ✦ Contact your local cinema and ask them for a quote for bulk tickets. Ensure that you tell them that you plan to fundraise with the event – they may be willing to lower the ticket prices even more.
- ✦ Set a date and a film with the cinema and start telling everyone about the movie night!
- ✦ You may choose to price the tickets below the regular price of movie tickets as an incentive for more people to participate. If you're confident of receiving support, you can promote the fact that the event is to raise money for your Challenge and price the tickets at a premium.

Hints and tips:

The cinema will generally require you to organise a group of at least 20 for your movie night.

As the larger cinemas release movie schedules no more than one week in advance, it is likely that you won't be able to be informed of the exact session time until a week before the date. If you're marketing and selling tickets more than a week in advance of the screening, you'll have to keep track of the attendees so you can inform them of the screening time.

Your local independent cinema is likely to be able to be more flexible with session times and numbers and may have the authority to negotiate on ticket prices.

In Melbourne, **Cinema Nova** are very supportive of community fundraising. Call **03 9347 5331**.

Village Cinemas sell tickets for weekday screenings at \$7.50 and weekend screenings at \$8.70. You can sell the tickets for any price you like.

Consider that adult tickets sell at up to \$14 each so a movie night could be a very effective fundraiser! If you charge \$15 you'll make \$7.50 per ticket!

Go to www.villagecinemas.com.au or www.hoyts.com.au to find out more.

We suggest that you approach your local independent cinema as they may be able to give you better prices.

Rock on with a Benefit Gig!

A lot of bands will agree to play a benefit gig for you for free – especially if you have a contact. You'll also find venues that have live music will be quite supportive of your cause and will probably let you hire the venue for free. Most venues would be happy to support your benefit gig as they will make money from any drinks and food sold.

Invite 100 people along and charge \$10.00 on the door = \$1,000. It's also a good idea to make up some cash tins and place them on the bar – this entices people to put in their small change as they are buying drinks. The more creative you are with the message on the tin, the more likely you are to attract donations.

To help promote your event, it's a good idea to create an A4 flyer and post them up on noticeboards and on poster spaces around the vicinity of the venue and send an email to your friends and get the word out there! Also, ask the venue if they'll help promote the event.



Think Big Bucks!

Tips & Ideas for major fundraising events

Many of our past supporters have held successful major fundraising events. Larger events require a great deal more planning and in most cases larger running costs than smaller fundraisers.

If you are going to go for a major fundraising event, there are a number of things you need to consider.

Tips for major fundraisers:

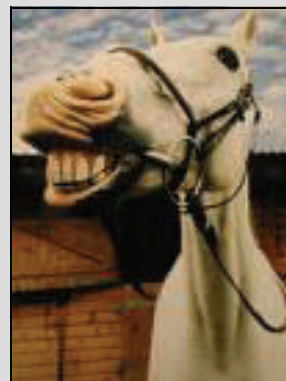
- ✦ You must budget! Consider all the potential expenses and whether you can reduce the costs through donated goods. Work out the expected income. Can you make a worthwhile return?
- ✦ Be creative! If it's interesting people are more likely to get involved, sponsor you and promote you
- ✦ Remember that if you're running an event, we can help with promotional posters, banners and provide extra information about Oxfam through brochures and flyers
- ✦ Know anyone famous, or know someone who does? For example if you were able to get in contact with a well-known musician, actor, sportsperson or someone else of a high profile, then you could plan some sort of benefit show, talk or dinner. Don't be afraid to try, they may just say 'yes'!
- ✦ Get yourself publicity! Local community newspapers often run articles about their residents undertaking some sort of challenge. They may like to run a feature on you, which will get you publicity and hopefully sponsorship. Contact them and see what you can get. When promoting the event, keep in mind the target audience and advertise accordingly (for example, at your child's pre-school/little athletics club/surf club, at work, at the Rotary Club...)
- ✦ Make sure you do your research! For example, consider the following issues when looking for possible venues – the suitability, availability, cost and how far in advance you need to book (maybe you could use your own home/kitchen, a classroom or hall at the local school or community house...)
- ✦ If you're sending out invites and charging an attendance fee, specify what the money will go towards! You can also have a contact sheet on the night to collect the details of all attendees so you can thank them for attending and keep them up to date on your fundraising progress
- ✦ Past participants raising money for Oxfam have found fundraising success through “value adding” in their events. For example, a significant portion of funds raised at functions such as trivia nights and dinners were raised through silent auctions and raffles for prizes donated by local businesses and other sponsors – not through the entry fee alone
- ✦ Approach people already in your life when promoting your fundraising event. Make a point of asking everyone in the course of your daily life to support your event. For example, do you have a scheduled visit to the physio? Ask them to come to your function! A night out to dinner? Ask the restaurant owner to donate a dinner voucher to as a raffle prize and invite them along as well!

Profiles of successful fundraisers

Here are some examples of successful fundraising activities from past participants.

A day at the races

Lee raised approximately \$5,000 through holding a function in a private marquee at the Rosehill Racecourse.



- ✦ He organised a coach transfer for his guests to a private marquee at the races
- ✦ Eighty to ninety guests attended, each paying \$135 per head for the coach-transfer, cocktail lunch and bar, live performances and an after-party
- ✦ Guests were prepared to support generously, buoyed by the general punting mood of the day...!
- ✦ Some costs were covered by sponsors and donations of goods. A large proportion of the funds were raised through silent auctions of donated prizes (electronics from Sony, individual artists donating their artwork)
- ✦ Hired models canvassed guests for donations – mostly for sponsorship per kilometre



Irish music day

Tony raised more than \$5000 through organising a dinner for a hundred people with an Irish music theme.

- ✦ 100+ guests parted with \$40 per head for a sit-down roast meal
- ✦ Live performers entertained his supporters (pianists and vocalists singing traditional Irish ballads)
- ✦ A raffle raised a large proportion of the total amount collected

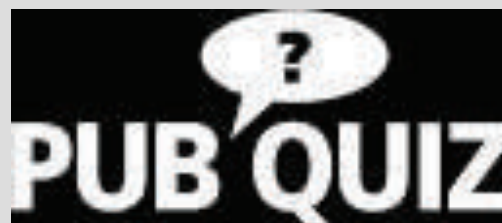
Points to note about these events:

Both these participants were given the feedback that people enjoyed their event so much they said they'd be happy to support another one anytime. The sign of a great event!

These are great examples of how you can add value to your event through raffles and silent auctions. Both Tony and Lee indicated that they raised significantly more by including these 'add-ons' when they had a captive audience.

Trivia Night & Auction night

Tanya raised more than \$2,800 through organising a Trivia night and Auction night for 120 people at a local pub.



- ✦ 120 guests paid \$15 entry per head to enter the trivia
- ✦ Loads of prizes were donated by friends and local businesses
- ✦ Raffle tickets were sold at \$2 each or 3 for \$5. People were paying \$20 notes as they walked in and getting 3 raffle tickets as well
- ✦ Prizes were given away to trivia winners, in the raffle ticket draw, as well as some major prizes were sold to highest bidders at auction

A to Z of fundraising ideas

You can never have enough fundraising ideas.....

Auction off Promises! Try to get people to donate a promise of their time, use of their belongings, or to donate a gift. You can even ask people to donate themselves and auction them as 'slaves for the day'.

Bring a dollar to work day. Simply ask all your colleagues to bring just a dollar to work in aid of Oxfam, then collect the money and send it in.

Cricket Match. Have a knockout contest and charge people to join a team. Charge admission to all your spectators and sell refreshments.

Dinner Dance. Have a good band and good food and charge a good price. Organise a raffle and/or an auction.

Expert Seminar. Use an expert or well known personality who is prepared to donate their time to give a talk or performance. Charge admission, have a break to sell refreshments and an auction of a signed book or autograph.

Fashion Show. Ask a local store to put on a show in conjunction with your company.

Green Day. Get everyone at your place of work or university to wear green and pay \$2 for the pleasure! Or only eat vegetables for the day, or play Green Day songs, or plant things.

Halloween Ball. Sell tickets to a fancy dress Halloween Ball.

i-Pod shuffle. Hold a dance-off using music on someone's i-pod. Set it to shuffle so you don't know what's coming next!

Just a Minute! Have a sponsored game show with – no repeating, hesitating or deviating. This could double up as a presentation training exercise!

Karaoke Evening! Ask a local pub to host one for you and charge people to get in or take part.

Lunch Money. Ask all your colleagues to bring in sandwiches for their lunch and donate the money.

Masked Ball. Everybody wear a mask of their choice. Have a competition to guess who's who.

Night in for Oxfam. Stay in for an evening and donate the money saved.

Outward-bound weekends. This is the perfect way to promote team work within your company while raising money for Oxfam.

Publicity. Send a press release to all your local papers asking for sponsorship from the companies and individuals.

Quiz Night. Challenge different departments or branches to a friendly inter-company quiz, with prizes for the best team, most inventive answer, wooden spoon etc..

Return to the 70s party - Or 60s, 80s...

Sponsored Event. Swim, slim, head-shave – ask your colleagues and friends to raise sponsorship money for you in a fun way.

Treasure Hunt! A challenging and fun way to raise big money.

University Challenge. Get teams together who attended the same or nearby universities, and hold a challenge to see which university comes first.

Variety Show. Round up your talented friends and tread the boards, charging for admission of course.

Wine Tasting. Invite an 'expert' or local wine dealer to bring along a few cases of wine and donate some of the proceeds of his sales to the charity.

X-tinct. Auction off your has-beens memorabilia.

X marks the spot. Hold a treasure hunt with donated items.

Your own Lottery. Works exactly the same way as the National Lottery, only you have a better chance of winning!

Z Your own fundraising idea beginning with Z!

Securing Sponsorship

Sponsorship can help you reach your fundraising goal in several ways:

- ✦ Approaching individuals, clubs and businesses for fundraising support through cash donations. Cash donations can be applied directly to your fundraising target.
- ✦ You can minimise the money spent on raffles and auction items and approach businesses to donate goods or services as prizes.

You can minimise the money spent on events by approaching business to donate goods or services that will be used during the event (e.g. food and drinks, prizes, a discount on the venue hire).

Hints and tips for gaining sponsorship

- ✦ It's best not to ask for big gifts by letter. The more personalised a solicitation is, the more likely it is to succeed... so if you're aiming for large donations – the more personalised the solicitation has to be!
- ✦ Don't take rejection personally. It is common that for every 'yes' you'll get a few 'no's' – be prepared for this. But don't be discouraged, this is normal. You only need a couple of good 'yes's' to make your efforts worthwhile
- ✦ Make it easy for people to donate by carrying your sponsorship slips everywhere. Talk about your activity at every opportunity – especially when people ask what you're up to
- ✦ Emphasize the tax deductibility of a cash donation – it can boost the amount people are prepared to contribute
- ✦ Give examples of what their donation can support. Have a sensible range so that your sponsors can choose an amount that they are comfortable with:
 - ✦ \$15 can pay for 100 trees to be planted for forest regeneration in Cambodia
 - ✦ \$30 will buy enough maize to feed a drought-affected Ethiopian family for a month
 - ✦ \$50 can pay for one month's salary for a teacher in a remote village to teach 30 to 40 children
 - ✦ \$150 can pay a local teacher a salary to teach 30 Cambodian women to begin to learn to read and write
 - ✦ \$500 can pay for materials to build a public well, providing fresh water for 20 to 30 families
- ✦ You might like to try and obtain sponsorship per kilometer or per day you will be on your Challenge. As a fundraising tool and a training incentive, why not get sponsorship per kilometer during your training, or a fixed donation if you can ride a certain distance in your training – for example, \$100 for every 500 km you ride in the months before you leave?

Sponsorship opportunities

There are other sponsorship opportunities outside your immediate circle of family and friends, should your fundraising activity incorporate the need for sponsorship:

- ✦ **Approaching your employer:** Confidently ask your employer to sponsor you – reiterate that the contribution is tax deductible. Many companies set aside money for charitable purposes. Another idea is to ask your employer to 'match' the funds that you raise within the work place. Think also about work networks and contacts that you may also be able to approach
- ✦ **Cold contacting businesses:** If you don't have existing contacts in the business community you may wish to approach smaller to medium-sized local businesses or even larger businesses. Smaller to medium-sized businesses that you have some relationship with are your best starting point
- ✦ **Community groups:** Approach your district Rotary Club, Kiwanis Club or Lions Club for sponsorship. They often sponsor people in their communities. Offer a presentation to explain what your activity is, the work that Oxfam does and the causes they will be supporting

Approaching a potential sponsor

There are a few things to think about when approaching a potential sponsor.

- ✦ Firstly, have a plan of attack. Someone who's prepared will make a better impression. A good approach is to make a well thought out call, to keep it personal. Or if possible approach them in person. Following up is always a good idea if they show any interest
- ✦ Consider putting together a short document or proposal that summarizes the: what, how, when, why details of what you are doing, and also exactly how you would like them to help – giving concrete ways they can assist you will remove any confusion
- ✦ And most importantly **MAKE IT ATTRACTIVE TO THEM**. This may not be true for some community groups or close contacts, but a lot of businesses will want to know what their involvement can do for them, beyond just getting a tax deduction. The more attractive you make it, the more likely they are to help

What you can offer a potential sponsor

- ✦ Run a small thank you in your local newspaper for all your sponsors
- ✦ Create a t-shirt with their logo on it and offer to wear it whenever you are training (if valid) and to get photos of you wearing it during your event (which you will then submit to your local newspaper)
- ✦ Sending an email to all your contacts updating them what you're doing and listing your sponsors each time you do this
- ✦ Adding the sponsor's logo to anything you send out relating the activity – for example if you are running a trivia night, put them on all the fliers and put up a banner at the event
- ✦ Offer to do a talk to their staff at lunch time or another event

Important considerations when organising sponsorship

It is important to be clear about the relationship you are creating with your sponsor and Oxfam Australia. By sponsoring you in an Oxfam-supported fundraiser, your sponsor is doing just that. They are not considered to be a direct sponsor of Oxfam Australia but are supporting you, who in turn is supporting Oxfam Australia. It is important to make this clear.