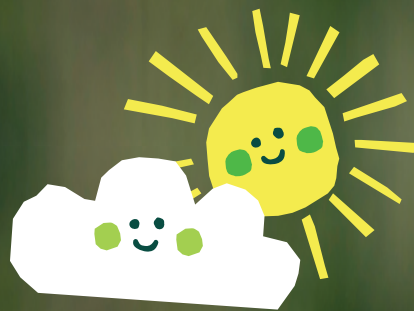


Your guide to **FUN**draising success



Together,
let's keep children
safe from abuse
and neglect

barnardos.org.au



Barnardos
Australia

Thank you!

By fundraising for Barnardos, you are joining a community passionate about keeping children safe from abuse and neglect.

As a leading child protection charity in Australia, we rely on the support of people like you who stand with us to break the cycle of child abuse and create brighter futures for Australia's most vulnerable children.

Thanks to our community fundraisers, last year alone we were able to help 14,446 children, young people and their families.



You are true heroes to us and to the thousands of children we support every year.

So whether you are hosting a trivia night, donating your special day, running a marathon, teeing off on a golf day or baking biscuits for work colleagues or classmates, our dedicated Community Fundraising Team is here to help make your fundraiser easy, rewarding and fun.

We can't wait to hear about all the creative ways you choose to raise money for Barnardos.

Thank you so much again and good luck!

A handwritten signature in black ink, reading 'Deirdre Cheers'.

Deirdre Cheers
Chief Executive Officer, Barnardos Australia

Why we need you...



Child deaths

1 child dies

every 2 weeks as a result of abuse and neglect.

AIHW 18



Child homelessness

17,845

children experiencing homelessness are under the age of 12.

Homelessness Australia 2019



Child safety

170,200

children received child protection services.

AIHW 2019

Why your fundraising matters

Every dollar you raise creates brighter futures for vulnerable children by providing them with critical emotional, financial and practical support. Below are just a few examples of how we put your donations to work:

\$25

Can provide an essential overnight pack with items such as pyjamas, toothpaste, soap and shampoo for a child in emergency care.

\$50

Can provide a child with a nutritious breakfast, packed lunch and substantial afternoon tea for a whole week.

\$120

Can provide a mother and her child escaping domestic violence with a safe night's sleep in their long journey towards independence.

\$400

Can provide eight mentoring sessions to a young person leaving care.

\$1,000

Can provide three months of therapy sessions to help a child recover from the trauma of physical abuse.

Over **93%**
of Barnardos Australia's
total expenditure
was spent on welfare
programs and services
in 2018/19.

Meet some of the people whose lives have changed thanks to supporters like you!



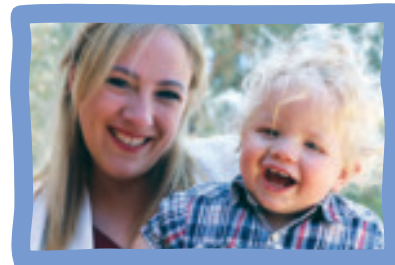
Restoring childhood

Jack and his family lived with daily violence until we helped them rebuild their lives.



Breaking the cycle

Baby Liam was in danger of being taken into foster care until his mum Kyla received the support she so urgently needed.



Journey to safety

Support during her darkest hours gave Tegan the courage to leave a violent relationship and build a new life for her children.

We ♥ our fundraisers



"Barnardos changed our lives when they facilitated the adoption of our three amazing children. We wanted to give back and help other children to find the happiness of a forever family. Our adoption party was a fantastic way to help spread the word about Barnardos and encourage our guests to make a donation that would make a real difference.

Our kids drummed up lots of support and they were so proud that they were able to help other kids just like them."

Fundraising Stars – The Robertson Family



"We had a themed lunch party at work to raise money for Barnardos and we were amazed at the response from our colleagues and people we didn't even know who gave generously.

We had heaps of fun and it really brought everyone closer together: we were even asked when the next event is going to be! That makes us proud!!"

Fundraising Star – Zoe Huang



"I completed a series of mountain bike events which helped me reach my personal best while getting Barnardos' message out there. Barnardos gave me an opportunity at a time when no one else would.

So in turn, if I can help one little person have a different life, a better life, then all my fundraising efforts have paid off and I'll gladly do it again!"

Fundraising Star – Derek Steele



Step-by-step fundraising success



1. Land on an idea

Think of something you love to do and turn it into a challenge or fundraiser. The more enthusiastic you are, the more motivated people will be to support you, which in turn will lead to fundraising success. There are loads of tried and tested fundraising ideas to choose from, here's a few to inspire you. Or let your imagination run wild and do something completely original!

Tips from our top fundraisers:

- Have fun!
- Fundraise as part of a team if you're not sure where to start
- Don't just rely on donations year on year, keep things fresh and creative!

Quick and easy

- Host a morning or afternoon tea
- Sell a service e.g. mow your neighbour's lawn!
- Ask for donations in lieu of presents for your celebration
- Organise a board game night with friends and/or family
- Have a mufti/pyjama day at school
- Have a garage sale or sell unwanted items online
- Take your lunch to work or ditch a daily habit for one week and donate the money you save
- Host Office Olympics e.g. speed typing, relay chair racing or bin basketball

Some planning required

- Have a dress-up day
- Hold a cake or craft sale
- Take on a fun run and get sponsored (visit our website for a list of upcoming events)
- Do your own bicycle or motorbike ride and get sponsored for every km you ride
- Hold a barbeque or sausage sizzle
- Organise a movie night
- Host a dinner party and ask your friends to donate the money they would normally spend at a restaurant
- Hold a trivia night, karaoke night or talent show

Up for a challenge!

- Put together a golf tournament
- Ditch a daily habit for a whole month and donate the money you save
- Be brave and do something daring like skydiving!
- Organise a fancy gala dinner with live auction
- Take on a marathon and get sponsored.
- Set a world record
- Organise an art exhibition, a mini music festival or a community fun day
- Get sponsored to shave your head or wax your legs!

2. Get the green light

Charities in Australia are legally required to authorise all fundraising activities. To get the ball rolling, simply fill in our [online Fundraising Form](#) and, once approved, we will send you a letter of [Authority to Fundraise](#).

3. Set a fundraising goal

Setting a target will keep you motivated! Don't be afraid to aim high, you'll be amazed at what you can achieve once you get rolling on your fundraiser and invite your family and friends to support your efforts.

Here is an example of how to raise \$500 (or more!) in 5 easy steps:

1	Sponsor yourself first to show your commitment	\$50
2	Ask 5 close friends and family to donate \$40 each	\$200
3	Ask 10 people in your network to donate the cost of one cup of coffee	\$50
4	Invite 10 friends over to watch a game: provide drinks and nibbles for \$10 each	\$100
5	Host a workplace morning tea, charge \$5-\$10 each	\$100
		\$500

People who set a target raise, on average,

46%

more than those who don't.

4. Set yourself up for fundraising success

Consider exactly how your activity will raise the most money, particularly if there are expenses involved in organising it. Depending on your activity, you could:



Charge entry fees
(make sure they at least cover any costs you incur)



Get sponsored both online and offline



Sell items such as food, drink or homemade products
(remember to check health and safety rules)



Incorporate raffles, auctions and other games into your fundraising activity

5. Hosting a fundraising event?

Set a date and location

Choose a date that leaves enough time for planning and will ensure the highest attendance. You'll want to avoid clashing with any other local events and special dates. When selecting a venue, think of its facilities and accessibility - if you are thinking of an outdoor activity, remember to have a wet weather contingency plan in place.

Create a checklist

Think about your activity from start to finish and write down everything you will need; from posters and invitations to promote your event, to any equipment you will need along with risk assessments and licenses to run your event safely.



Get some support

Working as a team can have a big impact on your success! Ask your friends and family to get involved, especially if they have the right skills for the job. Also, limit your costs by asking local businesses for prizes and services to be donated; you'll find that businesses are often happy to support fundraisers if you mention their support or include their logo. The motto here is: don't be afraid to ask!

Always ask the venue for a discount as a charity fundraiser!

Download our party and planning resources ([Fundraise>Resources](#)).

Email us for your prize and sponsorship request template.

6. Create an online fundraising page

Quick set-up

The easiest way to get sponsored or raise money is to set up an online fundraising page. Within minutes, your page is created and can be shared for immediate donations. Your supporters can also leave a message to cheer you on and will automatically receive a tax-deductible receipt, saving you time. Plus, the funds go directly to Barnardos through the fundraising platform so you don't need to worry about depositing or carrying large sums of money.

Visit <https://www.justgiving.com/> and select Barnardos, follow the instructions and set a realistic but ambitious target!

Receiving any cash donations? You can donate them to your page or download a Donation form from our resources hub ([Fundraise>Resources](#)).

Check out our short videos on [Barnardos YouTube channel](#) – there are many compelling stories to share with your networks!

Take your supporters on the journey

Personalise your page with pictures/videos, your fundraising activity and goal. Let them know why helping vulnerable children is so important to you. And remember to update your page regularly: people want to keep track of your progress!

7. Time to promote!

Be strategic when approaching your networks

Show your commitment by being the first to donate to your page. Then, share your unique link with those likely to sponsor you with a larger amount first (e.g. closest friends and family) – people tend to match the amounts already donated! Lastly, approach your broader networks including friends, colleagues and local clubs for support!

Always check if your workplace will dollar match donations you receive!

Timing is everything

Give yourself plenty of lead time to promote your fundraiser. The earlier you share your page, the more successful you will be. Make sure to also nudge people with a follow up: chances are, they meant to donate but have forgotten. We know from experience that more than 20% of donations come in after a fundraiser has been completed, so it's a great idea to do one last push and, at the same time, inspire your networks with some photos of your fundraiser or achievement!



Spread the word

Personalise your emails

- Take the time to address the person individually by name and include a little bit about why you think they'll want to support your cause.... You will be rewarded with more donations!
- Download our Fundraising Email template from our resources hub ([Fundraise>Resources](#)).
- Add your fundraising page link to your email signature so others can learn about your fundraising drive.

Make the news

- Contact your local newspaper, radio and TV station to spread the word in your community, especially if you're doing something quirky or unique.
- We can send you a media guide for advice on how to get your story into your local paper as well as a media release template to help you reach out.

Get social

- Utilise your social media platforms and swap your profile pic with a photo relating to your fundraising activity.
- Set up an event on Facebook and invite all your friends and family to attend it and share it with their friends (make sure your event is public so everyone can see it and insert your fundraising page link into the description).
- Add a button to your Facebook page so your fundraising page link sits at the top.
- Add new posts regularly: a post a week is a good place to start.
- Your posts should include:
 - Your fundraising page link.
 - Photos/videos for maximum engagement (e.g. visual thank you's and milestones).
 - Barnardos social media messages, downloadable from our resources hub ([Fundraise>Resources](#)).
 - Current fundraising total and target.
 - New hashtags relevant to your activity and Barnardos hashtag, (**#BarnardosAus**)

- o Make sure to tag Barnardos Australia so we can share your posts!



@barnardos_au



@BarnardosAustralia



@barnardos-australia



@Barnardos_Aus

- Ask your friends and family to use the same hashtags to spread the word further.
- If using Instagram, your fundraising page link needs to be included in your bio.
- Always thank supporters who donate by tagging them!

8. Thank your supporters

Don't forget to thank your supporters and share with them the success of your fundraiser. Let them know how grateful you are – no matter how big or small the donation. You can also post on your social feeds, tag businesses, read out names of people to acknowledge at your event, download our thank you certificates from our [resources hub](#)... the ways to thank your supporters are endless!

Thank your donors publicly on your page, it will encourage others to donate.

9. Take snaps

We love to see our fundraisers in action! Share your photos and make sure you use **#BarnardosAus** along with our social media handles. We will also try to feature as many fundraisers as possible in our newsletters and on our website.

10. Finalise all those amazing donations

Collect any outstanding donations. If you received cash as part of your fundraiser, you can bank it straight onto your online fundraising page; or alternatively, deposit the cash into our bank account, pay over the phone or send us a cheque.

- Bank deposit – if you would like our bank account details to pay in or transfer money, please call us on 02 9218 2318 or email events@barnardos.org.au
- By phone – please call us on 02 9218 2318 to make a payment over the phone using a credit or debit card
- By cheque – send a cheque (payable to Barnardos Australia) to Barnardos Australia, Community Fundraising, GPO Box 9996, Sydney NSW 2001.

Please deposit all funds within 30 days of your fundraising activity and use your Fundraiser ID number so we can identify and record your donation correctly. If you don't know your Fundraiser ID number or don't have one, please contact us and we will arrange one for you.

Please do not send cash through the post.

Receiving any cash donations?

You can donate them to your page or download a Donation Form from our [resources hub](#).

11. Congratulations, you did it!

From all of us at Barnardos, a huge thank you for your time, passion and energy. Without your incredible fundraising efforts, we simply couldn't help the thousands of vulnerable children, young people and families that need us every day. We think you're amazing and they do too.

From social media assets to editable posters, it's all available for you in the promotion section of our [resources hub](#)!

You can fill in our online [Fundraising Form](#) to obtain your Authority to Fundraise - we'll also send you extra tips tailored to your fundraiser.

We've put together lots of resources, to help you hit the ground running:

Promotion

- Editable posters
- Email banners
- Social media assets
- Generic posters
- Fundraising email template
- Social media messages

Event

- Event checklist
- Event budget
- Bunting
- Cupcakes
- Invites
- Name placeholders

Wrap Up

- Thank you template
- Donation form



Our dedicated community fundraising team is here to help

As your biggest cheerleaders,
we are with you every step of
the way to ensure your fundraiser
is a roaring success, so don't
hesitate to get in touch!

02 9218 2318

events@barnardos.org.au



barnardos.org.au



**Barnardos
Australia**