

Fundraising

When you are part of a community group it is highly likely that fundraising will be a big part of your group's activities and a necessity in order to support your cause or implement your projects. This fact sheet relates to fundraising within the community. The following information sheets deal may also be useful:

Information Sheets 11a & 11b – Funding your project & funding applications

Information Sheet 16 - Sponsorship

FUNDRAISING TIPS

- Set your goals – how much money do you need to raise and when do you need it by?
- People prefer to donate to causes rather than organisations – be specific about what the fundraising is for.
- Make sure you add your estimated costs of the fundraiser to your goal amount.
- If certain fundraisers have been successful for your group in the past, there is no harm in doing the same one again.
- Double check your community calendar for conflicting events and activities that may affect your fundraising project. You could also look for organisations that you could join up with to fundraise.
- Be organised – start planning well in advance for your fundraising event etc.
- Make sure you publicise your fundraiser – use the local newspaper and noticeboards, flyers, & school newsletters.
- Say thank you to those supporting your fundraiser; by individual letters, with a poster on the local shop, or in an article in the local paper.
- If you are stuck for ideas - contact other successful organisations – see if you can take them out for lunch or a coffee to “pick their brains”.

FUNDRAISING IDEAS

There are hundreds of ideas for fundraising; what you will do depends on the amount needed, your organisation, the community you live in, who is able to help, your experience and many other things. If you have plenty of members that can help out you may want to consider simple sales (e.g. chocolates, raffles). On the other side of the scale, you may consider organising a gala event with a well known speaker or a sporting event. This will require more skill and intensive involvement from fewer people but could return a better profit.

People will support local causes out of loyalty but it is even better if your fundraiser offers something people want – an evening with a well known personality as the speaker could be popular in a small community; donated firewood or stock feed may be a good seller before the winter.

Think of ways to engage businesses to help your project (e.g. a real estate agent may want to help with a house tour to promote their business) and how you can engage those that often don't get approached (e.g. raising a few extra calves may be a simple way for a corporate farm to help).

Here are just a few ideas that you could try:

Sales

- Door to door – chocolates, lollies, raffles
- Sausage sizzles
- Baking & craft sales – cheese rolls (a Southland favourite!)
- Cook book sales
- Garage sales
- Sales of firewood, calf or lamb drives

Events

- Car wash
- Charity auction
- Carnival/fun day/sports event
- Gala dinner with a speaker
- House/garden/mai mai tours

Contests/Raffles

- Ticket raffles – prizes of accommodation, hampers, or instant kiwi packs
- Guess the number or weight – e.g. jars of jellybeans etc

BRAINSTORMING TIPS

Getting together as a group to brainstorm can be a great way to get fresh ideas. Here are a few tips to get the most out of your brainstorming session:

- Emphasise at these sessions that there are no stupid ideas – the point of brainstorming is to get all your ideas on the table, which can then be whittled down to the best options.
- Get people to “think big” – often the bigger the challenge the bigger the ideas will be. For example, instead of saying “How can we raise money?” say “How can we raise \$50,000 by the end of the year?”
- Sometimes it can be a good idea to get the group to brainstorm individually first – get everyone to write their ideas on post it notes, then go through them all as a group and brainstorm further.
- Use stickers to vote – give out some coloured stickers to everyone and ask them to put them on the post it notes that they think represent:
 - The great ideas that are easy to implement – red dots
 - The good ideas that may need more development – blue dots

(adapted from Tonic Magazine article “Is your fundraising stuck in a rut?” – Issue 11)

DONEE ORGANISATIONS & TAX CREDITS

Is your organisation registered with the IRD as a “donee organisation”? If you are, then this means that individuals and companies that give cash donations to your organisation can claim a tax credit on this donation (which may be a good incentive for them to donate to you so make sure you let them know). *For more information see sheet 8 – Tax Information, or IRD publication IR255.*

“TEXT TO DONATE” CAMPAIGNS

Fundraising campaigns via mobile phone text messaging are becoming more and more popular – it is very easy for people to donate a small amount of cash, it is immediate and they don’t have to fish around for small change – the money is simply charged to their phone account or taken off their prepay balance. The campaigns themselves are also fairly easy to set up for your organisation, but in order for it to be successful you do need to build an effective marketing strategy around it:

- Remember that people donate to causes rather than organisations so let them know how their donation is going to help your cause. For example – “Text FOOD to 1234 and we can feed a child for a day” or “Text TALK to 1234 and we can make sure that kids always have a safe place to call”.
- Use powerful images to accompany your story – images provide an instant message and you may only have seconds to get your message across.
- Identify your market correctly – just because the people who text the most are teenagers doesn’t mean that they are your target audience. Text donors are usually anywhere between 15-40 years of age.
- Use lots of different methods to advertise your text to donate campaign. These campaigns can only be run for up to 3 months in a 12 month period so you’ll need to get the word out via as many avenues as you can to spread the word.

Setting up a “Text to Donate” campaign

To start a text campaign you will need to go through a specialised service provider who will set it up for you. Bulletin.net (www.bulletin.net) and Run the Red (www.runthered.com) are two examples of service providers that you could contact.

Once your campaign has been set up you’ll be given a 3 or 4 digit code. When people text a message to this number they automatically donate \$3 to your cause. (\$3 is the amount that will be donated, regardless of what service provider you are using).

Please note – only registered charities are authorised to run “Text to Donate” campaigns, and proof of registration is required. On all your promotional material you must state the name of your charity, the cost of the message and where terms and conditions can be found.

Information prepared by



LINKS / WHERE TO GO FOR MORE INFORMATION:

www.exult.co.nz
www.community.net.nz (for non-profit workshops)
www.bulletin.net (to set up text to donate campaign)
www.runthered.com (to set up text to donate campaign)

*For more information or help you can also contact your local Community Development Planner at Venture Southland:
143 Spey Street, Invercargill
Ph: 03 211 1400
enquiry@venturesouthland.co.nz
www.southlandnz.com*