

AIFA Community Fundraising Toolkit



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Whether it's cycling from Melbourne to Sydney, swimming to Rottnest Island, or something a little less adventurous, you can fundraise, motivate and inspire your friends, family, neighbours and colleagues to donate to AIFA. Whether your goal is to raise \$10 or \$1000, you will make a difference by helping us achieve our mission to improve the health and quality of life of people living with allergy and other immune diseases.

If you've never fundraised before it can look like a daunting task, but don't panic, we've put together this guide to help take some of the stress and guess work to ensure you make your activity/event a success! We've got some simple tips and tricks to help you on your way to becoming a fundraising hero.

Be Creative!

Don't let fundraising become a headache, why not create an event around your hobby or interest, for example if you like going to the movies host a movie night or maybe do something silly - shave your head or wax your chest! Here are some ideas to get the ball rolling --

- **Mufti days**
Who doesn't love a casual Friday? Hold a regular mufti day at school or work and ask for a gold coin donation from those who join in.
- **Morning or Afternoon Tea**
Perfect for school or work, charge an entry fee and have entrants donate a plate of food. You could even make it an allergy friendly event.
- **Sweepstakes or tipping competitions**
Hold competitions on who you think will win this year's gold Logie, Oscar or Melbourne Cup.
- **Hold a Garage or Book Sale**
Someone's trash is another person's treasure! De-clutter your house and raise funds at the same time. Why not make it a neighbourhood event?
- **Shave/Colour/Spray your hair** and have people sponsor you to change your hair.
- **Host a Comedy Night or Trivia night** for workmates or friends and family. If you are in Sydney visit <http://comedyforacause.net/> for information on holding a comedy night.
- **Get active**
Get a group of friends together and hold a sponsored bike ride or join one of the many active mass active events scheduled in cities and regional areas.
- **Bake Sale**
It's a bake-off! Bake a few cakes or slices and sell them at your school, workplace or to your friends. Get as many people involved as possible.



Getting started

Now that you've decided you want to fundraise for AIFA, do you want to join an existing fundraising event, or create your own event?

Join an existing community event

There are many great running, cycling and swimming events out there that make great platforms for fundraising.

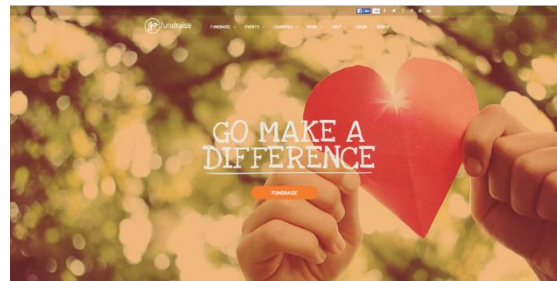
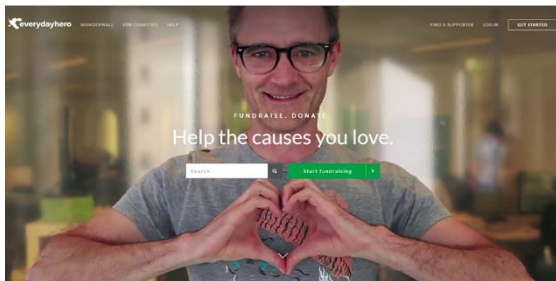
Create your own fundraising event

If you'd like to create your own fundraising event to raise funds for AIFA - a garage sale, mufti day expedition, or any other creative idea, please download and complete a Fundraising Proposal Form or just email us at foundation@allergy.org.au. We will issue you with an authority to fundraise and you'll be on your way to making a positive difference to people impacted by allergies and other immune diseases.

Note: if you are fundraising online through a fundraising website like Everyday Hero or Go Fundraise, your authority to fundraise is handled by the online fundraising website.

Set up an online fundraising page

One of the most popular ways to collect sponsorship or donations is via the Go Fundraise or Everyday Hero websites, setting up a page is simple and allows your contacts to donate directly to the cause by following your unique URL.



You can make the most of your online fundraising page by following these simple steps:

- Personalise your page and be creative. Add photos and a message to engage your supporters, tell a story as to what has motivated you to fundraise for our cause
- Keep your supporters up to date with your event and fundraising efforts, post pictures, share your blog, link your page with your Facebook account
- Email everyone in your address book with details of your fundraising page and encourage them to pass it on. You can also promote this on posters, in newspaper articles, in fact anywhere you can!
- Send a personal thank you email to your supporters to inspire your supporters to spread the word to their friends
- Change your email signature to include a link to your fundraising page so each email raises awareness and could prompt a donation!
- Keep fundraising after the event. 20% of donations come in after people have completed the event so keep going for at least a month
- Make sure you **share your achievements** with your supporters!

Make a plan

- Get an idea of costs involved (keep a record of all expenses and income)
- Look at dates and check what else is on locally or if the school holidays might impact the event?
- Who will you approach to attend the event?
- Do you have a contingency plan, for example if it rains do you need shelter?
- Write a checklist of tasks and why not ask family, friends or colleagues to help, it can be fun working together as team and you can assign jobs so you don't have to do it all yourself

Set yourself a target

Think about how much you want to raise, be realistic but ambitious. It's a great motivator to give people a sense of what you want to achieve and will help you plan and budget.

Keep it legal and safe

- Complete a proposal form and we'll issue you with an authority to fundraise to comply with state legislation
- Health and safety is all about common sense, make sure you follow any procedures or guidelines set out by your venue. Don't be afraid to ask if you are unsure how to use the equipment or you think there is a potential risk
- Under 18? Make sure that you check with your parents or guardians that it is ok for you to take part in or organise an event
- If your event involves selling or live music, dance, sport etc. you may require a licence, so check with the local council first
- Public collections may require additional permissions, please check with the local council in advance

Promote your event

Use as many channels as possible to promote your fundraising event. Social media provides the logical place to start.



A few suggestions ...

- Create an event on Facebook for your fundraiser and invite friends and family to support it by attending! You can also update your Facebook status with a link to your Facebook event or fundraising page.
- Ask your friends and family to share or to post a status update about your fundraising page to reach even more people.
- Become friends with AIFA on Facebook and tag us in any posts related to your event. This will allow us to share with our other supporters
- Get creative and get on YouTube! Make a funny video of you training for your event or fundraiser.
- Share your fundraiser on Twitter and ask your followers to retweet your message. Tag us in your tweets @aifa_news

- Create an email signature for all emails you send or create an email for friends and family to send on your behalf
- Place flyers in your local shops and cafes and local community boards
- Use local council or local newspapers online 'what's on' calendars for free events listings
- Contact your local newspaper
- Get your workplace involved, ask your employer if they will dollar-match what you raise. Use your company intranet or newsletter to get the word out there.

Logo Use

If you wish to use our logo on any promotional materials, you must get approval from AIFA beforehand. You can email us fundraising@allergy.org.au or give us a call 02 8039 2145.

Insurance

Your event will not be covered by AIFA's public liability insurance. If you are planning an event, please contact the appropriate insurance provider for advice.

Enjoy the day

After all the hard work, make sure you enjoy the event – you deserve it!

Bank the money you raise

Once your fundraising activity is over and you've celebrated your success, thanked your supporters and collected your money, please send us the total amount that you've raised so we can put it straight towards our research. If you fundraised online this is all taken care of for you.

You can deposit your funds in the following ways:

1. Direct Deposit
Account Name: AIFA
BSB: 012-330
Account Number: 3820-93838
2. Via credit card on our website <http://www.allergyimmunology.org.au/donate>
3. Cheque or money order made out to 'AIFA' and sent to:
AIFA
PO Box 450
BALGOWLAH, NSW 2093

Email us at fundraising@allergy.org.au if you have any problems.

Thank everyone

Thanking everyone involved is a really important way to make people feel good. We can help you with you certificates and tax receipts, just ask us for advice.

Tell us about it!

We love to hear from our supporters after the event, send us your photos and stories so we can use these to help inspire other fundraisers, we always want to hear your feedback on how we could give you more support and if you have any ideas that could help other fundraisers please share!

Thank you for choosing to raise funds for AIFA.