

# The Hunger Project Australia

## Fundraising Guide

Welcome to the wonderful world of fundraising! It can seem quite daunting when you first begin. Try to remember your fundraising activities should suit your personality. There really is no “one size fits all” guide!. This guide is a compilation of lessons learnt from fundraisers just like you.

The Hunger Project sees fundraising as a leadership act. The process of fundraising has you work to identify and abandon unconscious beliefs that hold you back from living your life to its fullest potential. This process, in conjunction with working with our trip facilitators, leads to unimaginable breakthroughs in both your personal and business lives: by discovering, nurturing and embedding your own unique leadership skills.

Your fundraising is part of the process of stepping up into your Leadership. When you meet the women in the villages and see how proud they are of everything they have achieved, you will know you have earned your place as their partner, and that you have played a role in their empowerment. To help you here are some of **our top tips:**

**Ask:** For help and support!

One of the biggest lessons you will learn from the women in the villages is the power of working together to achieve a goal. Look for opportunities to enlist support from your friends, family and to create synergies with other trippers.

**Plan:** Create a fundraising plan with clear goals, actions and timelines. Review your progress often. Share this with someone you trust to support you and to hold you accountable. Also think about fall back positions if things don't work as expected. Fundraising will take consistent effort and energy.

**Share:** You will attract people to support you by sharing your

journey (the highs and the lows). Once people invest in your journey, and your leadership they want to know what's happening and where their money is going. Share your learnings with them.

**Gratitude:** When people give to you, be surprised and delighted rather than disappointed when they don't. Remember not everyone is on the same journey as you. While it's easy for people to offer many congratulations on being accepted into the program, they often disappear when it's time to book tickets for events/make a donation. Most trippers have experienced disappointment at lack of support from those they expected support from, but on the flip side, you will be

supported from the most unlikely places.

**Expand:** Look outside your usual networks, speak to everyone as you never know who you will connect with.

**Connect:** Network with, and support others in your area who are also part of the program.

**Stretch zone:** Personal growth begins at the end of your comfort zone!

## 4 Steps to starting your fundraising

1. **What's your WHY?** - It is important to get clear about why you are participating in this program, and be able to communicate this to others. Take time out to reflect on what sparked you to embark on this journey. Journaling / writing / blogging can really help clarify your thoughts and intentions.
2. **Keep sharing your fundraising page** - Create your fundraising page on The Hunger Project Australia's website. Write your 'why' into your fundraising page and send your URL link out to everyone, and keep sending it.
3. **Expand your Knowledge**
  - a. **Get to know more about THP via our website** <http://www.thp.org.au>
  - b. **Watch the videos** on <http://www.thp.org.au>
  - c. **Recommended reading, some of our suggestions are:**
    - i. Soul of Money. By Lynne Twist
    - ii. Half the sky: How to change the world. By Nicholas D. Kristof & Sheryl Wudunn
    - iii. The Power of Half. By Kevin & Hannah Salwen
    - iv. Banker to the Poor. By Muhammad Yunus
    - v. Mahatma Gandhi & Martin Luther King Jr. By Mary King

All of this background information will help when you are talking to people and asking for support, and will provide you with a lot of context for the journey ahead.

### Get planning!

If you fail to plan, you plan to fail. Patrice Gibbons (Business Chicks Ugandan Tripper 2013) said, "Having a clear plan of where I'd generate the \$10k saved my sanity. I found the overall total suffocating and it filled me with a fear of failure. I broke it down into bite size chunks and got through the targets one at a time." Work out how many event/activities/donation pushes you want to do and how much you need to generate from each. Then put each plan into action and focus on raising the money that will come from each action. Get a few irons in the fire so to speak and the next thing you know, you are on the other side of \$10k, just like that.

### TIPS for planning:

1. Think BIG: Don't let your doubts and fears hold you back.
2. Be inclusive: People will want to help you, but it's also helping them stretch beyond their boundaries learning more about themselves along the way by being involved.
3. Talk to EVERYONE

## A-Z Fundraising Ideas

<b>A-thon'</b>	<ul style="list-style-type: none"> <li>• Sport-a-thon: invite friends to sponsor you for participating in an afternoon of games or charge an entry fee.</li> <li>• Spell-a-thon: invite friends and family to sponsor you for the number of words you spell correctly in a row.</li> <li>• Dance-a-thon: seek sponsorship for each dance performance.</li> <li>• Walk-a-thon: ask friends or family to sponsor you for every kilometre you walk.</li> </ul>
<b>Afternoon tea party</b>	<ul style="list-style-type: none"> <li>• Host an afternoon tea party and ask guests to make donation to attend.</li> </ul>
<b>Alcohol-free</b>	<ul style="list-style-type: none"> <li>• Give up alcohol for a week or a month for sponsorship.</li> </ul>
<b>Auction</b>	<ul style="list-style-type: none"> <li>• Auction unwanted items or sell them on eBay and donate the money.</li> </ul>
<b>Bike ride for fun</b>	<ul style="list-style-type: none"> <li>• Bike ride for fun</li> </ul>
<b>Book Sale</b>	<ul style="list-style-type: none"> <li>• Dig out unwanted books and have a book sale at home, work or school.</li> </ul>
<b>Bake Sale</b>	<ul style="list-style-type: none"> <li>• At local markets, schools, for work!</li> </ul>
<b>Back yard movie night</b>	<ul style="list-style-type: none"> <li>• Get the neighbourhood together or friends over for a outdoor movie night and sell tickets. You can sell popcorn and drinks too!</li> </ul>
<b>Christmas in July</b>	<ul style="list-style-type: none"> <li>• Celebrate Christmas in July with a lunch or dinner and charge guests an attendance fee.</li> </ul>
<b>Coffee break</b>	<ul style="list-style-type: none"> <li>• Host a coffee break for friends and colleagues and ask them to bring a donation.</li> </ul>
<b>Dance Party</b>	<ul style="list-style-type: none"> <li>• Invite a local dance instructor to donate their services and learn the rumba or salsa with friends, using an entry fee to raise money.</li> </ul>
<b>Diet</b>	<ul style="list-style-type: none"> <li>• Be sponsored to shake those unwanted kilos!</li> </ul>
<b>Donate</b>	<ul style="list-style-type: none"> <li>• Why don't you donate a day's salary, or perhaps a week or a month?</li> </ul>
<b>Easter Themed Ideas</b>	<ul style="list-style-type: none"> <li>• A hat parade or egg decorating competition, or count the Easter eggs in a jar!</li> </ul>
<b>Fancy dress party</b>	<ul style="list-style-type: none"> <li>• Host a fancy dress party for guests, who could make a small donation on arrival. Those without a fancy dress costume must donate double the amount!</li> </ul>

<b>Fashion parade</b>	<ul style="list-style-type: none"> <li>• Host a fashion parade using friends' unwanted clothes and auction them during the event.</li> </ul>
<b>Fun run</b>	<ul style="list-style-type: none"> <li>• Organise your own sponsored fun run or join a local event.</li> </ul>
<b>Free dress day</b>	<ul style="list-style-type: none"> <li>• Hold a free dress day at school or in the office and ask people to make a gold coin donation.</li> </ul>
<b>Guess the number</b>	<ul style="list-style-type: none"> <li>• For example, jelly beans in a jar, balloons in a car, pieces of popcorn in your mouth!</li> </ul>
<b>Garden party</b>	<ul style="list-style-type: none"> <li>• Host a garden party with cupcakes, tea and champagne and ask guests to make a small donation.</li> </ul>
<b>Gala ball</b>	<ul style="list-style-type: none"> <li>• Sell tickets to a gala ball and include an auction and raffle to raise additional money.</li> </ul>
<b>Giant Sleepover</b>	<ul style="list-style-type: none"> <li>• Invite friends to take part in a giant sleepover to raise money.</li> </ul>
<b>Golf day</b>	<ul style="list-style-type: none"> <li>• Organise a charity golf day with competitions, including the longest drive, closest to the hole and hole in one.</li> </ul>
<b>Hoola-hoop twirls</b>	<ul style="list-style-type: none"> <li>• Ask friends and family to sponsor you for the number of times you can twirl a hoola- hoop around your waist.... or arm... or leg!</li> </ul>
<b>Inter-office sports match</b>	<ul style="list-style-type: none"> <li>• Organise an office sports afternoon.</li> </ul>
<b>International days</b>	<ul style="list-style-type: none"> <li>• Hold a themed fundraiser at work bring in food and drinks from a different country.</li> </ul>
<b>Job swap</b>	<ul style="list-style-type: none"> <li>• Swap roles with someone in your organisation for a day – the CEO or an accountant!</li> </ul>
<b>Karaoke</b>	<ul style="list-style-type: none"> <li>• Host a karaoke evening and invite guests to make a donation on arrival.</li> </ul>
<b>Luncheons</b>	<ul style="list-style-type: none"> <li>• Encourage co-workers to bring in their lunch for a week and donate the money they would normally spend on buying lunch, or host a luncheon to raise money.</li> </ul>
<b>Matched donations</b>	<ul style="list-style-type: none"> <li>• Ask your company to match the amount of money you raise.</li> </ul>
<b>Movie marathon</b>	<ul style="list-style-type: none"> <li>• Get a group of friends together and host a movie marathon, for a small donation.</li> </ul>
<b>Night In</b>	<ul style="list-style-type: none"> <li>• Rather than going out for dinner, stay in and donate the money you</li> </ul>
<b>Open garden</b>	<ul style="list-style-type: none"> <li>• Hold an open day with an entry fee in your garden for friends and</li> </ul>

	family.
<b>Pie eating competition</b>	<ul style="list-style-type: none"> <li>• Bet on who will eat the most (or least) amount of pies.</li> </ul>
<b>Quiz night</b>	<ul style="list-style-type: none"> <li>• Host a quiz night and charge a fee to participate.</li> </ul>
<b>Raffle</b>	<ul style="list-style-type: none"> <li>• Hold a raffle</li> </ul>
<b>Raise more than a sweat</b>	<ul style="list-style-type: none"> <li>• Get fit and raise money at the same time! Ask friends or family to sponsor</li> </ul>
<b>Record breaking</b>	<ul style="list-style-type: none"> <li>• Get sponsored to see if you can break the record on anything!</li> </ul>
<b>Silence</b>	<ul style="list-style-type: none"> <li>• Get sponsored to stay silent....bet you can't do this for long!</li> </ul>
<b>Skip-a-treat</b>	<ul style="list-style-type: none"> <li>• Skip that chocolate bar that you long for in the afternoon</li> </ul>
<b>Special Occasion donation</b>	<ul style="list-style-type: none"> <li>• Ask friend to give up their birthday anniversary, and you do the same!</li> </ul>
<b>Sponsored Events</b>	<ul style="list-style-type: none"> <li>• Bike ride, run, swim and shave your head are some ideas.</li> </ul>
<b>Sponsor your boss!</b>	<ul style="list-style-type: none"> <li>• Sponsor your boss to do something out of the ordinary – sit at reception for two hours, for instance and ask them to double the money you raise.</li> </ul>
<b>Swap shop</b>	<ul style="list-style-type: none"> <li>• Set up a swap shop in your school or workplace and encourage people to swap unwanted clothes. New items will cost a gold coin donation.</li> </ul>
<b>Sweepstake</b>	<ul style="list-style-type: none"> <li>• Run a sweepstake on...anything! How many times your boss makes a cup of coffee, or how many times your colleague leaves their desk during the day</li> </ul>
<b>Theme day</b>	<ul style="list-style-type: none"> <li>• Promote a theme day at work – staff donate gold coins to dress in theme.</li> </ul>
<b>Treasure hunt</b>	<ul style="list-style-type: none"> <li>• Write clues to a treasure hunt by car, foot or bike. Ask people to sponsor you for each clue you discover.</li> </ul>
<b>Trivia night</b>	<ul style="list-style-type: none"> <li>• Host a trivia night and ask guests to make a donation on arrival.</li> </ul>
<b>Twenty-four-hour marathon</b>	<ul style="list-style-type: none"> <li>• It might be a movie marathon or stay-awake-athon, or a running marathon.</li> </ul>
<b>Unwanted gift sale</b>	<ul style="list-style-type: none"> <li>• Ask friends to bring any unwanted items from home and host a garage sale.</li> </ul>
<b>Vita-Wheat eating competition</b>	<ul style="list-style-type: none"> <li>• Challenge people to a Vita-Wheat contest – who can eat four in a row first?</li> </ul>

<b>Vouchers</b>	<ul style="list-style-type: none"> <li>• Get people to cash in their credit card points, store credit points for vouchers for you!</li> </ul>
<b>Wine tasting evening</b>	<ul style="list-style-type: none"> <li>• Host a blind wine tasting night!</li> </ul>
<b>Workplace giving</b>	<ul style="list-style-type: none"> <li>• Ask your colleagues to donate a portion of their regular income.</li> </ul>
<b>World's biggest...</b>	<ul style="list-style-type: none"> <li>• See if you can come up with the world's biggest cake, stack of books, vegetable etc.</li> </ul>
<b>Xtreme Challenges</b>	<ul style="list-style-type: none"> <li>• Get sponsored to do something Xtreme – jump out of a plane, do the thing you are known to be more afraid of!</li> </ul>
<b>Yoga class</b>	<ul style="list-style-type: none"> <li>• Arrange a yoga class demonstration and ask people to donate the entry fee.</li> </ul>
<b>Zero tolerance</b>	<ul style="list-style-type: none"> <li>• Give up your favourite food or drink for a week or month for sponsorship and see how much healthier you feel!</li> </ul>

## Fundraising Ideas

There really is no one-size-fits-all fundraising. It will take you bringing your unique skills, passion and network of skilled people to your commitment to raise \$10,000 that will have you succeed. Below are some success stories and tips from past trippers.

See the A-Z of Fundraising of quick ideas.

### 1. Getting personal when asking for money

- **Adding the personal touch is key:** Patrice Gibbons (Uganda 2013) said, "I raised about 40% of my money through personal donations and while social media has been a key promotional tool, most of the donations came after I sent personal emails or Facebook messages to everyone in my network. People respond when they feel like you are connecting with them directly, as opposed to a mass email blast. Also try emailing some people in a little group (no more than 5 or so). I found this created a sense of community and a bit of added pressure on them. I targeted a few groups of friends with messages like 'As some of the most empowered and inspiring women I know, I want to ask for your help'"
- **Face-to-Face:** Having a face-to-face conversation with family / friends / colleagues is an obvious and natural way of sharing the work of The Hunger Project and your journey in this program. Through direct conversation you can share your heart, your journey and your why. Look them in the eye and invite them to become partners with you on your journey by investing through giving their own money.

- **Organise to catch up with friends/colleagues/family over coffee etc:** We all love to connect and be inspired. This is a chance to have a 'real' conversation with your friends about supporting you and be bold and ask them to give to you.
- Make sure you 'buy them in' before asking for their cash. Patrice said "I've organised about 6-7 dinner catch-ups with different groups of friends. They think it's just a catch up, but I have the ulterior motive of telling them about my fundraising project when it gets to that part of the night when your friends say "so what's new with you?" This two-strike approach has worked well. Get them engaged with the story and what you are trying to achieve, but don't ask for money. Some will donate once they get home. For those who don't email them a week later asking for a donation as part of a group of 5 (maybe everyone at the dinner) and see the money pour in."
- **Extend beyond your own networks:** Think outside the box to tell THP's story to those you don't know personally. Write your story and get it published in the local paper. Community papers love these pieces. Try utilising Community radio by asking them to run a free ad every morning in the lead up to your event.

## 2. Get social media and email savvy

The simple channel of social media/email can result in one of the most effective and time / effort efficient methods of fundraising. Yarianni Bustamante raised approx. \$4,000 through emails sent to family, friends and work colleagues. It is important to be persistent and send follow up emails every week – sometimes people read it and have the intention to donate but not at the time, and a reminder always help to take action. Also, ask people to spread the word. Yarianni received several donations thanks to a few colleagues who believed in the cause and influenced others in their group to donate as well.

Make it simple, precise and clear. Explain in your own words why you are participating in the program and why you are passionate about the work of The Hunger Project. Kathryn Colgan visited Uganda in 2012 and wrote a very personal and powerful account of why she is involved in The Hunger Project and sent this in her email requesting sponsorship.

This form of communication gives your audience time to reflect on what you are doing and why you are doing it, and then support you via direct donation to your fundraising page.

## 3. Seeking Corporate Sponsorship

Talk to your company's Marketing Manager to find out if your company has sponsorship or grants available. You might be surprised to find out that can simply apply for a sponsorship. Talk to your Social Club committee, some give a portion of their proceeds from events to charity every year.

If your company is not forthcoming with sponsorship initially, don't give up!! Give it a bit of time and show them what you've achieved. Peggy Radiotis (Bangladesh 2012) didn't ask her company for money but once they saw the article in the Greek Newspaper and heard that her dinner was sold out, they became quite impressed and provided \$1,000 sponsorship.

## 4. Matched Giving

Some companies have implemented "Matched Giving" programs. So, if you or your friends/family work for big companies such as BHP, BP, Rio Tinto or Macquarie Bank, ask them to also fill out a "Matched Giving Application". This will double the sponsorship with zero effort as Jacqui Roberts (Bangladesh 2012) did.

## 5. Raffles

Jacqui Roberts (Bangladesh Tripper 2012) shares her experience of creating a Raffle:

“If you have a large network, a raffle can be an easy way to fundraise. You will need to get a good prize to raffle, then start selling tickets, and enlist friends to sell tickets for you.”

**PRIZE:** Jacqui lives in Margaret River, WA, so she selected her prize to be a weekend away in the beautiful winery region. She wrote up some letters and then went around to accommodation providers and asked to speak to the manager, with the purpose of explaining her fundraising and THP. She then asked for donations or discount accommodation. The latter was backup in case there was no one available to talk one-on-one, however, she did not get any responses from letters left behind. It's far more effective to approach in person.

She asked businesses to donate other things to make up the full package, e.g. fuel, restaurant or tour vouchers. Not all places would donate but some offered discounts.

Target the prize to the majority of people you are selling to. Jacqui's target audience was fly-in fly-out miners where she works, which worked well.

You could also use points that you've accumulated to purchase raffle items for fundraising events. One of our other trippers cashed in a bunch of her frequent flyer points for gifts to raffle off at a Christmas in July dinner. If you have amassed frequent flyer points, this might be a very easy way to get a raffle going!

**PRICING TICKETS:** Jacqui priced the tickets at \$5 each and raised \$2,500. She received some feedback from people that the price was too high, and people would prefer \$2 raffle tickets, but the lower the cost, the more tickets need to be sold. It's a trade-off you need to consider in your demographic.

**PERMITS:** Each state has different requirements. You need to contact your state department, (e.g. Dept of Racing, Gaming and Liquor) and discuss with them directly. You may only need to fill in part of a form and there's some new terminology so a quick call to confirm will save time!

**PRINTING TICKETS:** If your tickets requires a permit there's a good chance the permit will require you to sell numbered tickets which have details on them (permit number/prize/draw date). Online printing companies, where you create your own template, are a much less expensive option than printing companies.

**SELLING TICKETS:** Enlist the help of friends, family and colleagues to sell tickets in their networks. Keep a spreadsheet of what tickets you hand out to people, and ensure you leave plenty of time to get the tickets back from them before your nominated draw date.

And carry some in your purse – you never know when you can sell (at work meetings/out at dinner).

**OTHER POINTS:** Brainstorm smaller things to add into your fundraising activity to sell more tickets: e.g. selling raffle tickets on a Saturday morning outside of Coles or organise a sausage sizzle. Jacqui says, “Even though it was extra work, we doubled our takings for the day.” (Note: supermarkets will sometimes donate sausages/bread if you sell them outside their store, and you may need a letter of approval from your local Shire Environmental Health officer.) Jacqui raised \$400 from 2 sausage sizzles so it's really only cost-effective if you can get the bread and sausages donated.



**The Personal Touch:** Ask for prize/auction donations from people you know or live in the same area. Introduce yourself and mention the connection you have e.g. “I live down the road”, or “I work downstairs”, etc.

## 6. Creating Large Events

Large fundraising events take a considerable amount of time and effort to plan and can be very stressful. Please keep this in mind if you choose to host a big event, and consider your current life, work and family commitments. Look for opportunities to support each other in creating an event. Perhaps another tripper also shares a passion to host an event and you can create a bigger event and combine your networks, but half the work and the stress.

Having said that, large events can raise a lot of money in a single event and can be extremely successful for sharing information about your THP journey and generating enthusiasm about your trip. Jen Dugard (Uganda 2014) hosted an event and invited 3 key speakers from 3 areas she is passionate about: Health, Business and Giving Back. Her event raised over \$18,000.

Tina Tower (Uganda 2012) also hosted a dinner event with a silent auction and raised more than \$16,000.

Events that have been held include:

- Quiz Nights
- Bogan Bingo
- Bollywood night / Fair trade fashion show
- Large Dinner at a Restaurant
- Cocktail event with speakers

## 7. Silent Auctions

Most of these events featured silent auctions, which is where you have the opportunity to raise the most money. To obtain donations for silent auctions, you need to make contact with businesses and ask for them. The market for donations for fundraisers is quite saturated, so don't be disappointed when you get a 'No'. Resilience and perseverance is the only way. Don't rely on email requests, get on the phone or go out and meet the businesses you want to sponsor your event. Tina walked the streets of Cronulla and spoke directly with business owners.

**TIPS for Silent Auctions:**

- Think about of who is attending and tailor silent auctions to their tastes.
- Don't have too much for auction, the competition will be diluted and you will not raise as much money.

## 8. Hosting a Trivia or Comedy Night

**Sydney: Host a Comedy or Trivia Night with the help of Comedy for a Cause**

<http://www.comedyforacause.net>'Comedy for a Cause' and has now branched out into 'Trivia for a Cause'. Essentially, they do stand-up comedy nights and host Trivia for charities they believe in. Mat believes The Hunger Project is a fantastic cause and he would love to host fundraisers for you. If this seems like something

you might be interested in, please contact Mat directly: Mat Wakefield, Head of Fundraising, Comedy for a Cause 0421 244 288

### **Melbourne: Host a Comedy Night with the help of The Comics Lounge**

Grantlee O'Sullivan is the General Manager of The Comics Lounge in North Melbourne. We can also help with Fundraising Ideas. If you have any questions please don't hesitate to contact them directly on (03) 9348 9488.

## **9. Approaching Fundraising by Divide-and-Conquer Approach**

If you are short on time, then fundraising in small increments can be very effective, and if you are able to be a bit cheeky and have fun with these ideas, they can yield great results. Karen O'Donahoo (Bangladesh 2012) raised almost \$2,000 through a piggy bank and baking in a medium sized office.

**Piggy Banks:** If you work in a medium to large office, put a piggy bank on your desk and let everyone know that this is part of your fundraising. A couple of dollars a week from 30-40 people quickly adds up, and it is amazing what a piggy bank can trigger, you may find your colleagues bringing in all their loose change to add to your pig! To make the pig work, you will need to have fun with it. Karen O'Donahoo announced that pig-feeding day was Friday afternoon, and she did the rounds of the office chatting to people as they emptied their pockets.

**Baking:** Never underestimate the power of baking a batch of cookies or muffins and selling them for top dollar to desk bound co-workers with the Monday morning blues! Again, like the pig, taking a batch of hot homemade muffins around an office will provide not only gold coins, but a gold opportunity to talk to your colleagues about what you are doing, which can lead to great conversations and direct sponsorship. Grace Watkins, our youngest Tripper, will have plenty of tips for you!

**Home-cooked Dinner Event:** If space in your home allows, a big dinner can also be a good fundraiser without lots of effort. Karen hosted a dinner event for 24 people and charged \$100 /head which included a 3 course meal and wines. The meal was a Bangladeshi Banquet (recipes sourced from the internet), which was easy to prepare in a day. Enlist the help of a fellow foodie friend to help with the cooking. If you have friends with teenage children, see if they would be happy to assist on the night (which they loved). Borrow glasses, spare chairs etc. from various friends to keep costs down.

**Dinner Club:** The idea of the Dinner Club was borrowed from "Dining for Women" in the USA. You will be amazed how many people "get" a Dinner Club idea, and it is so easy, low cost and low on time input:

- Invite your friends (and partners) to join your dinner club
- Host at your home for the first time, then open it up to host at other member's homes
- Set a theme for each event (Moroccan, Curry, Italian or research recipes from the country you will be visiting)
- Either select the menu and ask everyone to select what they want to bring/ or ask people over to help cook.
- Set a dinner meeting cost (\$50 per head - or whatever works for your friends)
- Set dates for dinner club gatherings
- Create a Facebook page for your dinner club and post interesting THP info to the page
- Rotate where the dinner is hosted.

- Once you start your dinner club, you can keep it going to maintain your involvement and commitment and ongoing fundraising for THP when you return from your trip.

**Birthday Presents:** The easiest fundraising of all! Ask family and friends to substitute birthday presents for donations to your fundraising.

In fact, your birthday can be a great opportunity to put on morning tea for your colleagues and hijack the event for a quick presentation about you, THP and the Business Chicks program, your forthcoming trip and your fundraising!

One tripper had a friend who is a single mum and could not afford to make a donation, but she wanted to do something. She made a request on her 50th birthday invitation for “no presents please, donations to THP in lieu of presents”. She raised \$950 for the tripper without the tripper doing anything.

**BBQ / Sausage Sizzle @ Woolworths / IGA:** Depending where you live, some Woolies and IGAs allow fundraisers to run Sausage Sizzles on a Saturday morning. Apparently they have nowhere near the waiting list of Bunnings, and they supply the bread / sausages on a pay as you go basis... so you don't need to buy in advance and take it all with you. I've heard from a few people this is a great way to fundraise a lot of money, with minimal effort, in a short period of time!

## 10. Amplify your event!

- **Local Media:** Don't be afraid to contact your local media to tell them what you're doing. Peggy Radiotis emailed the Greek/Australian newspaper and ended up getting an entire one-page article out of it. Belinda Brosnan and Amelia Lee also contacted local newspaper in Brisbane and a double page article was printed.
- **Social Media:** Use Social Media as much as possible to not only get your fundraising and events out there, but to update everyone on each new prize/auction item that comes through. When they see what amazing items you're getting, it can really encourage people to attend. Don't forget to tag the donating company when you do this.
- **Blog:** Write an article about your trip and fundraising and leadership lessons that you are learning. Check out this amazing ask for help from Business Chicks CEO Emma Isaacs: <http://www.emmaisaacs.com/entrepreneurship/this-is-me-asking-for-help/> If you don't have a blog site you can post a one off blog on Women In Focus. See their website for details.
- **Get Talking:** Remember to keep talking about what you're doing to anyone who will listen. You never know what contacts a particular person may have. Peggy mentioned her fundraising to a lady on the tram and she then organised her company's Friday casual day donations to come to her. So, be open!

## 11. Thank you

When you get home, remember to thank everyone who supported your fundraising. Here are some ideas:

- When you are ready, write an account of your trip with photos.
- Create a thank you card with photos from your trip.
- Invite your supporters over for dinner / drinks and share your stories.

## 11. 10 Step Plan to hold a successful Trivia night

Players form teams that compete against each other in answering questions. The goal for each team is to get the most number of points. The team with the most points wins the main prize at the end of the night. Throughout the night, teams can also compete for smaller spot prizes.

### 1. Set your goals

Set yourself a clear goal of what you want to achieve from the trivia night. Be specific, I want to raise \$600 from ticket sales, \$400 for games through the night and \$500 from donation tins. This will help you put your plan and budget together.

### 2. Plan, plan, plan

Prepare a checklist. Think about all the jobs you will need to do in lead up to the event and during. Where will the Trivia night be held? What date and what time? How will you attract people to your event? How will you sell tickets? What are the prizes? How will you get the prizes to the venue? Do you need to hire equipment? Who is the MC? Who is preparing the trivia questions? Who is setting up the venue for the event? Do you need to consider any contingency plans – what could go wrong?

Include all the things you need: refreshments, equipment, transport, prizes. This will help you remember what you have / haven't already done.

### 3. Delegate

Write a running sheet. Break down your plan into steps of what needs to be done. If you have a group of people helping you, assign them jobs. Always think about what people are good at when allocating tasks. Be clear on the timetable for each job, some jobs can't wait. Always allow more time than you think. Don't do it all yourself!

### 4. Will this event raise money?

Go through your plan and determine a budget. List all of the costs and then subtract total costs from your fundraising target. What's left – is this the amount you want to raise. Rethink your plan if necessary. Your total fundraising should be at least double the amount you are spending otherwise it may not be worthwhile.

### 5. Plan your advertising

Think about how you plan to let people know about your trivia night. Can you place flyers at the venue to advertise to regular customers? Get your friends to spread the word. Place posters in venues or on community noticeboards in the area? Can you advertise in the local newspaper? Can you advertise at your work place? Will any of this advertising cost money?

### 6. Get Support – Donations and Sponsors

How will you get prizes donated to you? Ask the manager of the venue if they will donate a prize, you are going to be bringing customers to their venue. Will a printer reduce their cost? It all helps to cut costs.

### 7. What are some of the things I need for my trivia night

Games: Will you run quick games for spot prizes.

Questions: What sort of questions will you ask? They are usually broken down into genres and range from easy to hard. Some genres: Films, Music, Animals, Sport, Popular culture. Break it up with novelty questions. Can you purchase a set of questions? We have a series of trivia questions, let us know if you would like a copy.

Music: Will music play in the background while sheets are being marked.

Host: You will need a quiz master. This person is usually responsible for reading the questions, judging the best answers, keeping the score.

Stationary: Answer sheets and pens for each team. A scoreboard also allows teams to see their progress in the competition.

#### 8. Equipment

Your venue should include music facilities, microphones, tables and seating. Confirm that if they don't have this equipment do they mind if you bring a CD player and a microphone.

#### 9. Keep it legal

Investigate if you need any special permissions or licences. Do you require public liability insurance? Will people be making donations – do you need tax deductible receipts. Are people buying items from you – this requires a different type of receipt. You also need your 'authority to fundraise' from us. If in doubt, contact us.

#### 12. Bank & thank

Funds raised must be banked with MS Australia within 1 month of the event. Keep records of all the money spent and received. Return any receipt books you have requested. Thank everyone who helped and thank all your sponsors.

## 12. Ideas for a successful Quiz Night

### Venue

Choose your venue early and lock it in, remembering the most suitable night of the week for a Quiz night is Saturday. Make sure the venue is large enough with a kitchen and adequate toilet facilities.

If your group doesn't have a venue, you can hire school halls, council halls or a local sporting club facility for a reasonable rate. Make sure there is a good P.A. system and the microphone works.

A CD player facility is a useful addition. A large whiteboard/blackboard is ideal for keeping score.

You can decorate the room but this costs time and money. It is easier to encourage teams to dress up (fancy dress) and get them to decorate their own tables. Choose a theme such as 60's, beach, movies or superheroes and give a prize for best-dressed team or table.

### Organization:

Make sure that you have a reliable team to help prepare for the big night. There are many jobs, so delegate.

### Things to do:

Organize prizes for the quiz, raffle and games. Promote your night and arrange a fundraising raffle and games. Buy a supply of spare pens in case people forget their own.

### Entry cost:

This is always a tough one but establish a fee that will encourage as many people as possible to turn up on the night rather than frighten them off because of high costs. A price range between \$10 to \$20 per person is a good starting point.

### Promotion:

Design a flyer to help promote your event. A simple 2-3 colour flyer is perfect for home printers. Look to your members and their friends to spread the word. Even have them letterbox their local neighbourhood and put a flyer on the community notice board at schools or shopping centres.

**Prizes:**

Everyone wants to win something so many small prizes can be a hit. Don't spend too much; the trick to good fundraising is to encourage local people or businesses to donate the prizes. Fast food, electrical retailers, hardware stores and cinema chains are usually very generous. It is also important to explain to sponsors how they will be acknowledged.

If you have enough prizes put one aside for a lucky door prize.

**On the Night**

Be organized and arrive at your venue early. There is nothing worse than trying to set up whilst people are turning up for the evening. Have your prizes out and ready. Check that the P.A. system and CD player are working. Two Committee members will need to mark answer sheets and keep the scoreboard up-to-date. Teams of 8-10 people for each table are ideal.

Make sure the starting time is adhered to; waiting for latecomers can be frustrating for others and leaves less time for fundraising activities.

Prior to starting, ask all teams to write down the total number of questions they think they will get right for the entire night on the upper right-hand corner of the round 1 score sheet. This can then be used as a tie breaker if any on the top 3 positions end in a tie. In the event of a tie, the team that has scored the closest number of correct answers to their original estimate is declared the winner.

**Questions**

Quiz night questions should be designed so that at least 80 per cent of the questions will be answered correctly and they should cover a wide range of topics.

Eight rounds with ten questions each are ample for the night. If there are a lot of other things happening, cut it back to eight questions for each round. If the night starts to drag on, just delete a round or a couple of questions.

Do not spend a large amount of time in between questions, 45 seconds to 1 minute should be enough. Make sure you announce the decision of the judges or MC is final, you don't want to waste time arguing about answers.

**Extra Fundraisers****Raffle:**

Put on a \$5.00 raffle. If you offer a good donated prize, even a carton of beer and a bottle of wine, you will find most people keen to get involved.

**Bottle coin toss:**

The bottle coin toss is a lot of fun and players get very competitive, adding to the night's financial windfall. A bottle of Jack Daniels, or other good quality bottle of spirits, is placed on the floor and whoever gets their gold coin closest to the bottle wins. If alcohol isn't appropriate, confectionery is another idea.

Establish a line for contestants to stand behind to toss their coin and place the prize at a suitable distance. Make sure you clarify rules including whether the coin must land in front of the prize to count and whether it is allowed to deflect off furniture or walls.

You should remove all but the closest coin during the game to make it easier to track who is winning and to avoid money going missing.

The coin toss is best played during the half-time break.

**Balloon lottery:**

This is another excellent fundraiser during the half-time break. At least sixty (depending on Quiz Night numbers) small prizes are displayed on stage or on a table with numbers attached to them. The player buys a partly blown up balloon that has a number hidden inside. The player then wins the prize the number in the balloon coincides with. At least three Committee members need to assist.

**Heads or tails:**

Just before one of the quiz rounds the MC asks people to stand and place a coin on the table to play the game. People place their hands on their head or bottom (they choose). A coin is tossed and if it is heads all the tails people sit down. Keep going until you get one winner. Or you can use two coins and people can put both hands on their head or bottom or one of each.

The better the prize the larger the coin you can ask them to donate to play.

**Lifeline:**

Sell 'lifelines' to teams for \$5.00. Each bought lifeline entitles the team to a correct answer to a question of their choosing. The team should pay the fee and indicate the question chosen prior to marking.

# The Hunger Project Australia Fundraising Terms and Conditions

The following guidelines and conditions (the “Conditions”) must be adhered to by all relevant parties in order to conduct fundraising activities on behalf of The Hunger Project Australia (THPA). If you have any questions, please contact The Hunger Project Australia.

**1. General Conditions (Your Responsibilities):** The individual (the “Fundraiser”) responsible for running any fundraising event/activity must ensure the fundraising event/activity is planned meets the guides of The Hunger Project Australia (“THPA”).

- 1.1. Upon request THPA will send the Fundraiser an Authorisation to Fundraise letter acknowledging THPA as its beneficiary charity.
- 1.2. The fundraising event/activity shall be conducted in the Fundraiser's name, who shall be solely responsible for managing the event/activity in an appropriate and responsible way. THPA will not assist in coordination, soliciting prizes, marketing, and/or promotion, organising publicity or providing goods or services to the Fundraiser in the running of the fundraising event/activity. THPA cannot provide volunteers to assist at the event/activity.
- 1.3. The Fundraiser must abide by all applicable legislation and regulations. Any necessary permits, authorisations to fundraise, insurance or licenses must be secured by the Fundraiser. Different states have their own legislation, which should be examined carefully by the Fundraiser.
- 1.4. The Fundraiser is responsible for ensuring the safety of the event/activity, including organising appropriate public liability insurance and providing first aid services if required.
- 1.5. Children under the age of 16 years of age must be accompanied by an adult when collecting donations or money.
- 1.6. The Fundraiser agrees to release THPA to the fullest extent permissible under law for all claims and demands of any kind associated with the event/activity, and indemnify THPA for all liability or costs that may arise in respect to any damage, loss or injury occurring to any person in any way associated with the event/activity caused by the Fundraiser’s breach of these responsibilities or the Fundraiser’s negligence.
- 1.7. The Fundraiser must ensure that s/he and his/her partners, sponsors, associates and volunteers do not claim to represent The Hunger Project Australia nor claim to have any authority to act on behalf of THPA. At no time will any person affiliated with the Fundraiser misleadingly present themselves as a staff member or volunteer of THPA. An event or activity organised by the Fundraiser is not an official THPA event and must not be promoted as such.

**2. Raffles:** If the Fundraiser intends to conduct a raffle, the Fundraiser will need to determine whether a permit or license is required. Please note that each state has its own separate requirements and laws. THPA can only provide general information about raffles for each state. Please refer to the

Special Conditions for Raffles with in this document for where to find information for your state.

**3. Seeking Corporate and Government Sponsorship:** Before approaching the national or state office of any company for sponsorship, please contact THPA first to discuss. This includes businesses with multiple locations outside of your local area, franchises and/or international companies. Consulting THPA beforehand is necessary because there may be a conflict of interest with our current sponsorship arrangements.

**4. Financial Aspects of Your Event:**

- 4.1. It is a requirement of the Charitable Fundraising Act that the Fundraiser maintains accurate records of income and expenditure, and that monies received in the course of a fundraising appeal be immediately paid into a separate bank account.
- 4.2. The financial aspects, fundraising, raffles, record keeping and management of the fundraising event/activity are entirely the responsibility of the Fundraiser. The Fundraiser must comply with any obligations imposed by the Charitable Fundraising Act and/or regulations in the relevant state or territory.
- 4.3. The Fundraiser is responsible for depositing funds into the nominated THPA bank account within 14 days of the fundraising event.
- 4.4. THPA cannot pay expenses incurred by the Fundraiser. The Fundraiser may deduct the expenses from the proceeds of the fundraising event/activity, provided the expenses are properly documented. Total expenses of the fundraising event/activity must be less than 40% of total proceeds.
- 4.5. Please note that THPA is not responsible for any expenses that the Fundraiser may incur or any losses that may occur from an event.
- 4.6. THPA must comply with the obligations and regulations imposed on it by the Charitable Collections Act 1946. Therefore, all money collected must be accurately recorded by the Fundraiser on a Fundraising Completion Form, as attached.

**5. Tax Deductible Receipts:**

- 5.1. THPA is registered under the Charitable Fundraising Act. Individual receipts for tax deductions for attendees/supporters of the fundraising event/activity will only be issued by THPA if a donation of \$2.00 or more is made to THPA by that attendee/supporter.
- 5.2. The Fundraiser must keep a register of all attendees/supporters eligible for a tax-deductible receipt. THPA shall provide to the Fundraiser a sample register indicating the necessary information to be recorded. THPA will issue individual receipts directly.
- 5.3. When an attendee/supporter has given money in return for goods or services (e.g. an event), a tax-deductible receipt cannot be issued. The following items have tax deductible restrictions: raffle ticket purchases, entry to a fundraising activity, donations of goods or services, and auction purchases.



**6. The Hunger Project Australia Bank Deposit Details:**

Commonwealth Bank, Account name: The Hunger Project Relief Fund BSB 062000 ACC 14615336

6.1. Please ensure you email [thpa@thp.org](mailto:thpa@thp.org) once you have completed a bank transfer with the amount deposited and tax receipt details.

7. **Insurance:** As a third party fundraising group or individual, the Fundraiser is not covered under any of The Hunger Project Australia's insurance policies, including travel, public liability or group personal accident. The Hunger Project Australia suggests that the Fundraiser obtain its own insurance for any fundraising activities undertaken.
8. **Permits/Permissions:** If the Fundraiser is conducting activities in a public place, the Fundraiser must obtain permission from the property owner or council.
9. **Using The Hunger Project Australia Name and Logo:** If the Fundraiser wishes to refer to or promote The Hunger Project Australia, the organisation must be referred to as "The Hunger Project Australia".
- 9.1. THPA's name and logo are protected and can only be used by permission from THPA.
- 9.2. A "Proudly supporting The Hunger Project Australia" logo may be used only after authorisation to fundraise has been granted by THPA. No other logo may be used. THPA will provide an electronic file with the logo that is acceptable for use by the Fundraiser only for the purposes of the fundraising event/activity. No changes to the logo, other than size, may be made to the logo provided.
- 9.3. THPA's name cannot be used as part of the event's name as this would indicate incorrectly that the event is an official THPA event. Instead the Fundraiser may say that funds raised are to be donated to THPA.
- 9.4. Acceptable wording to promote the event/activity include the following:
- 9.4.1. "proudly supporting The Hunger Project Australia"
- 9.4.2. "net proceeds donated to The Hunger Project Australia"
- 9.4.3. "This is a volunteer run event raising money for The Hunger Project Australia."
10. **Special Conditions for Raffles & Auctions:** A raffle is a lottery held for the purpose of raising funds for a non-profit

organisation. Each state has separate requirements for raffles undertaken as fundraising activities. Below are general guidelines for each state. Please be sure to contact the appropriate state office for more specific information.

11. **Australian Capital Territory:** With limited exceptions, a permit is required to conduct a raffle. Please contact the ACT Gambling and Racing Commission for more information and to apply for a permit ([www.gamblingandracing.act.gov.au](http://www.gamblingandracing.act.gov.au)).
12. **New South Wales:** For raffles where the prize money does not exceed \$25,000, a permit is not required. However, a minimum of 40% of the gross proceeds must go to the not-for-profit organisation, as well as other requirements must be met. Please contact the New South Wales Office of Liquor, Gaming & Racing for more information ([www.olgr.nsw.gov.au](http://www.olgr.nsw.gov.au)).
13. **Queensland:** The requirements concerning raffles depends upon whether the prize money is under \$2,000, between \$2,000 and \$20,000, and over \$20,000. Please contact the Queensland Office of Liquor and Gaming Regulation for more information ([www.olgr.qld.gov.au](http://www.olgr.qld.gov.au)).
14. **South Australia:** Generally, for raffles where the prize money does not exceed \$5,000, a license is not required. However, other conditions may apply. Please contact the South Australia Office of the Liquor & Gambling Commissioner for more information ([www.olgc.sa.gov.au](http://www.olgc.sa.gov.au)).
15. **Tasmania:** If the prize money is less than \$5,000, a permit is not required to conduct a raffle. However, other requirements still must be met. Please contact the Liquor and Gaming Branch of Tasmania for more information ([www.gaming.tas.gov.au](http://www.gaming.tas.gov.au)).
16. **Victoria:** The requirements concerning raffles depends upon whether the prize money is under \$500, under \$5,000, and over \$5,000. Please contact the Victorian Commission for Gambling and Liquor Regulation for more information ([www.vcgr.vic.gov.au](http://www.vcgr.vic.gov.au)).
17. **Western Australia:** Generally, a permit is required in order to conduct a raffle. Please contact the Department of Racing, Gaming and Liquor for more information ([www.rgl.wa.gov.au](http://www.rgl.wa.gov.au)).

Please take the time to look into your requirements for fundraising. You can contact THPA Office for further clarification, thanks.