

## Need some inspiration on how to kick-start your fundraising campaign?

Here are some useful tips and ideas to help you reach your fundraising goals and raise awareness for Vinnies Victoria.

### 1. LEAD BY EXAMPLE

Kick off your fundraising efforts by making a personal donation to your campaign and show your supporters that you mean business. Make it count by challenging your community to match your donation!

### 2. SPREAD THE WORD

Let your community know about your participation and encourage them to head over to your page and donate. Facebook and Instagram are great platforms for getting your message out there.

### 3. YOU'VE GOT MAIL

Every email counts. Send personalised emails to your community. (You will find email templates on our resource page). Texts and direct messaging work, too.

### 4. PERSONALISE YOUR FUNDRAISING PAGE

By adding personal touches to your fundraising page your community will be more likely to invest in your cause. Log into your profile, add a profile picture and fill out your personal overview.

### 5. MAKE THEM AN OFFER THEY CAN'T REFUSE

Create engaging incentives that will encourage your networks to jump on board and sponsor you. We've all heard about the 'Ice Bucket Challenge', so why not set a challenge of your own? For example, promise that you'll post a pic of yourself on social media wearing something silly, like a big fluffy animal onesie, if you exceed your donation target. Whatever it is, choose something creative and fun to encourage people to support you.

### 6. GET BY WITH A LITTLE HELP FROM YOUR FRIENDS

Turn social events and activities into a fundraiser. Host a sausage sizzle, a pyjama day, talent show or a bake sale – the sky is the limit! Not only will these activities help raise funds, they'll also encourage team building and boost morale.



**Don't forget** to register your fundraising event at:

<https://fundraiseforvinniesvic.org.au/>

## 7. RAFFLE YOUR BEST ASSETS

Reach out to local businesses, such as cafes and stores, and see if they would like to donate prizes to your event. Or reach out to your network for people with special skills or services, like an artist who is happy to donate a painting, or someone you know who would be happy to donate their holiday house for a weekend getaway.



Picture by Brian Chan on unsplash

## 8. CALL IN SOME FAVOURS

This is where your previous acts of generosity pay off. Who have you supported or sponsored in the past? It's time to ask these people to return the favour and help you out.

## 9. 'THANK YOU' GOES A LONG WAY

Don't forget to thank everyone who has supported your event and be sure to provide them with regular updates on your fundraising progress. This can encourage repeat donations and will also help you spread the word.

## Need more help convincing people to donate? Here are some key points that might help!

### Why are we doing this?

The reality is that more than 24,000\* Victorians will be homeless tonight. It's not just the figures that matter, it's the people behind them.

Every day, Vinnies Victoria's volunteers provide a compassionate hand up to vulnerable people in times of crisis. Vinnies' assistance aims to cover the basics and to take the pressure off, for things like food, petrol, education, utility bills, medical expenses, and more.

### How we can help

A donation to any of our Vinnies community fundraisers goes directly towards funding our work supporting people in crisis.

### Tax benefits

All donations of two dollars or more are tax deductible.

\*ABS Census 2016

## + Bonus tip

The Vinnies Fundraising website has tonnes of useful templates, resources and promotional materials to assist with your fundraising efforts (including the ideas on the next page). *Of course, innovation and creativity are always encouraged so don't be afraid to think outside the box.*

While the most effective idea will be something unique to you, the host and the fundraiser, here are a few more to get you started:

## THE 'CLASSICS'

- **Bake sale**
- **Chocolate drive**
- **Casual clothes day for a gold coin**
- **MasterChef challenge** or black box cooking challenge
- **Fashion show:** Invite your community to a 'Vinnies fashion show' (where all clothes are from Vinnies Shops), charging admission.
- **Dog wash**
- **Pancake breakfast**
- **Film screening:** Screen a film or documentary related to homelessness and host a night at the movies complete with popcorn.
- **Family-friendly obstacle course**
- **Used book drive**
- **Talent show**
- **Karaoke session**
- **Fundraising bracelets:** design and make bracelets to sell.
- **Offer up your services:** complete tasks in exchange for donations to your fundraising page, such as weeding someone's garden.

## EMBRACE YOUR VIRTUAL AND PHYSICAL COMMUNITY

- **Trivia night:** Compile the trivia from Vinnies statistics and history as the "lightening round".

*Online Option: Works over a webinar, too*

- **Raffle or silent auction**

*Online option: Host it on an online platform and have a cut off time.*

- **Garage Sale**

*Online option: Via Facebook, Instagram or eBay*

- **Practice gratitude and give something up:** e.g. coffee.

donate the amount you would usually spend and encourage your friends to do the same.

*Online option: Share on your social media about why you are doing it, linking your fundraising page.*

- **Advocacy: share with your friends and family about what Vinnies does and why you think it is important to support us.**

*Online option: Share the link to your online fundraising page. Definitely share photos of your fundraising experience on your page, too.*



- **Take Stock Night:** have participants bring a soup ingredient each and cook a delicious soup together. Over a bowl of warm soup, take stock of everything you have to be grateful for, as well as what a warm bowl of soup means to someone doing it tough. This can be done as part of a sleepout.

*Online option: Set up a Facebook event and invite friends. You all cook your favorite soup and sit down together to take stock.*

## Need any further assistance or fundraising advice?

Feel free to get in touch with our fundraising team.

[Fundraising@svdp-vic.org.au](mailto:Fundraising@svdp-vic.org.au)  
Or call us on (03) 9895 5959