

# BE A COMMUNITY CHAMPION

Your Fundraising Toolkit

MISSION  
**AUSTRALIA**

EVERYTHING YOU NEED TO KNOW  
TO CHAMPION CHANGE AND RAISE  
FUNDS FOR MISSION AUSTRALIA



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Together  
we Trek  
LARAPINTA 2018

Welcome

# Thank you for being a Community Champion

**If you're reading this, it means you care about making the world a better place! We're thrilled that you've chosen to take action through fundraising for Mission Australia.**

This toolkit isn't just a list of rules. It will provide you with all the support, inspiration and tools you need to make sure your footy tournament, cake stall, trivia night (or whatever other great idea you have) is a raging success. A few rules are included though – just to make sure you don't waste time planning an event that doesn't meet our guidelines.

But most importantly, thanks for becoming a Mission Australia Community Champion! You can be confident that every dollar you raise for Mission Australia will be used to give people of all ages and backgrounds a future they can look forward to.

We can't wait to hear about all the creative ways you choose to raise money for Mission Australia – be sure to get in touch so we can help you along the way!

Thank you and good luck!

**The Fundraising & Marketing Team  
Mission Australia**



# Why your fundraiser makes a difference

**Without passionate fundraisers like yourself, Mission Australia wouldn't be able to do the work we do.**

The money you raise during your fundraising activity will allow Mission Australia to establish and provide services that truly enable disadvantaged Australians to live an independent and active life – the sort of life that many of us take for granted.



Your fundraising will help us provide support through our many services including:



### **Homelessness and social housing support**

We believe every person in Australia should have access to safe and secure housing.



### **Children, youth, families & communities**

Early intervention and prevention allows us to address issues before they become major setbacks.



### **Mental health, alcohol & other drugs**

With the right support, people can improve their mental health or break the cycle of addiction.



### **Disability inclusion & support**

Disability, visible or not, shouldn't prevent a person from being active in their community.



### **Employment, skills & training**

Employment can benefit a person's health and wellbeing as well as their financial situation.



### **Other services**

We equip people to manage their finances and interact with the justice and corrections system.

Fundraising can be a very rewarding experience, particularly when you're passionate about the cause. Your energy, drive and enthusiasm will get the word out about your fundraiser and ultimately have lasting impact on people in need.

Because of your generosity, people across the country will get back on their feet and gain independence.

**So let's get you started!**



# Meet some of our amazing Community Champions

## Four young boys sell t-shirts & raise awareness #homelessnothopeless

**Nine and 10 year olds Chayse, Ryan, Ashton and Darcy raised over \$10,000 for Mission Australia to help those experiencing or at risk of homelessness!**

After seeing the desperate situations of many people experiencing homelessness during trips to Melbourne CBD, the boys knew they wanted to make a difference. Using donations from sponsors, they set out to design and sell t-shirts and other merchandise to raise funds in their hometown of Henty, NSW. The merchandise had the acronym "CRAD" on it – a combination of the boys' initials – and the hashtag #homelessnothopeless.

The whole community of Henty rallied behind their efforts and impressed us with their hearts of generosity to help others!





## Sam and Jim take on a 100k rowing adventure

**Sam and Jim showcased their extreme level of fitness by rowing 100km and raising awareness and funds for Mission Australia.**

The boys were inspired to help those in need in the lead up to Christmas because it's a time of year that can be particularly lonely for people. So they chose to fundraise for Mission Australia, believing they could make a difference for homeless people due to the range of services offered.



## Kiyrrawr helps others by shaving her head

**Kiyrrawr recently raised more than \$2,300 for Mission Australia by shaving her head.**

Her passion for fighting homelessness began from a very young age. As a little girl, she remembers feeling sorry for the old men with sad faces who slept on the street near her house. She was told not to give them money because they might spend it on bad things like alcohol and cigarettes. But at just five years old, Kiyrrawr made the decision to give her pocket money to these men. She remembers thinking to herself: "They can make their own decisions; at least I'm giving them a choice." It's a philosophy that she continues to live by today.

Kiyrrawr said she did lots of research into various charities, and finally settled on donating to Mission Australia because we "help everyone".



**Even our CEO, James, busks for homelessness**

**Just because you're a CEO or Executive doesn't mean you can't fundraise - fundraising is for everyone!**

Mission Australia CEO James Toomey busked at Westpac's Sydney office to raise funds towards a Missionbeat service in the Northern Territory. Equipped with a guitar and options for electronic or cash donations, James brought life to the lobby while raising money to give people in need a new start.







# Inspiring ideas to get you going

## Host a garage sale or market stall

Have some nice things lying around that you don't use? Or maybe you're a pro at making handmade signs?

This is a great way to raise money while giving people something in return.

## Enter a running, cycling or walking event in your local area and get sponsored

- Create a team of friends or go solo and have a team cheering you on.
- Make a scene and compete in your event in your craziest outfit – just make sure you can go the distance!

## Host a sausage sizzle

- The smell of a sausage sizzle will have people running towards your fundraiser!
- Host it at your work, your sporting club or even at Bunnings. Don't forget the onions!

## **Ask for donations instead of presents**

Have a birthday, anniversary or a wedding coming up? Ask your friends and family to donate to Mission Australia instead of giving gifts.

## **Run a dress-up day with a gold coin collection at your work, your school or your sporting club**

Colleagues, fellow students or teammates can donate a gold coin to Mission Australia for the opportunity to either wear crazy costumes or just have a dress-down day.

## **Set up a cake stall**

Everyone loves a sweet treat. You can set up a cake stall in your office, at your school or even on the main shopping street where you live.

## **Create your own trivia night**

- Do you have a network of friends who are super competitive and love being right? Then hosting a trivia night is a great way to entertain and stretch the minds of your friends and family.
- Use our website to come up with trivia questions about homelessness or create a theme of your own like your favourite TV genre, movies, music, sport – the options are endless!

## **Get sponsored to shave or cut your hair**

Set a fundraising target and once you hit your goal, hold an event for your friends to come watch your hair makeover. Better yet, gather a few friends to raise funds and do it together!

## **Challenge yourself to give up something you really like**

Try going a few weeks without chocolate, coffee, avocados or even watching TV. You can be sponsored for the days, weeks, or months that you are without your favourite things.



## You can also go with our tried and true method of hosting a Sleepout!

**For over 30 years, people have been hosting Mission Australia Sleepouts. The Sleepout started in 1988 when a few Mission Australia staff slept out in Sydney's CBD.**

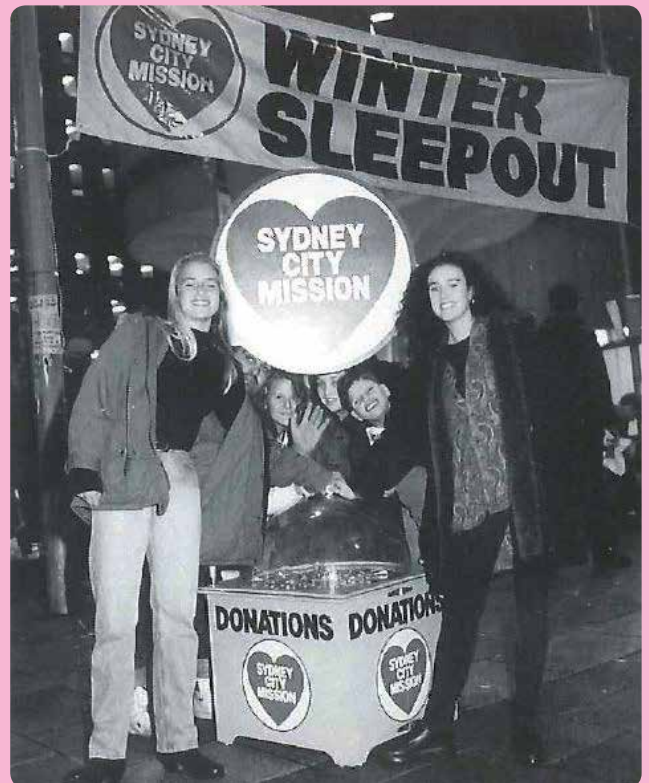
What began as a small group of people raising awareness has grown to be a movement across the country. By hosting a Sleepout, you will have a ton of fun with your friends all while helping people in need. It's a win – win!

OVER THE PAST 30 YEARS, WE HAVE HAD:

**50,000+** PARTICIPANTS

**\$3,000,000+** RAISED

**5,000,000+** AUSTRALIANS HELPED





# 3 EASY WAYS TO HOST A SLEEPOUT

If you're interested in hosting a Sleepout, there are a few options. From quick and easy to an overnight extravaganza, the choice is yours:

**1 POWER NAP:** This is a super easy, effective way to participate. It could be as easy as collecting a gold coin donation and in return the donor can treat themselves to – you guessed it – a power nap.

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**2 DAY DREAM:** This could be having a pyjama day, movie night, cake stall or anything else low key. It takes a little bit more organising, but will raise more funds than simply asking for a donation.

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**3 SUPER SLEEPOUT:** This is the traditional Sleepout where you go all out and host an overnight Sleepout in your backyard or somewhere that isn't your usual sleeping place. This could include a school gym or church hall.



# Ready to take the plunge?

Here's everything you need to  
start fundraising...

## 1 CHOOSE YOUR IDEA



- **Your perfect idea is just a thought away**

Think of how you can take something you love doing and turn it into a challenge or a quirky fundraising opportunity. Do you love cycling? Grab some friends and get donations for each kilometre you ride. You could take a similar approach with swimming, running or even rope jumping. Love to bake? Host a bake-off competition or run a bake stall. For more examples, refer back to some of our favourite ideas on page 5.

- **Think of a fundraising target**

Is your fundraising idea likely to achieve your target? If not, think of practical ways to adjust the scale of your idea to meet your goal. We encourage fundraisers to leave some wiggle room for their target to grow – best to under promise and over deliver.

- **Don't forget to check out our terms and conditions and FAQs**

You can find these online at [act.missionaustralia.com.au/faqs](https://act.missionaustralia.com.au/faqs). This way you can be confident that the time and effort you put into planning will meet our guidelines.

- It's also best to **check state and territory legislation and local government regulations to see if you need a permit or licence for your activity.**

## 2 REQUEST PERMISSION AND GET APPROVAL



- **Fill out the application to fundraise form**

This is how you'll show us your great idea and ask for approval to put your idea in motion.

- **Wait for approval**

Once approved, Mission Australia will send you an Authority to Fundraise Letter, giving you permission to raise funds on our behalf.

- **Remember your Supporter ID**

Your supporter ID is displayed on your Authority to Fundraise. The best thing to do is take a photo of the Authority to Fundraise on your mobile phone so you have this on you at all times. If you are depositing money at the bank, your supporter ID will be your reference number.

## 3 BUILD A FUNDRAISING PAGE AT ACT.MISSIONAUSTRALIA.COM.AU



- **Register your event**

Either register to join an existing event or create your own.

- **Create your personal account**

This will include your key details so that we can stay in contact and see the brilliant work you're doing.

- **Add photos and more information**

Share your story on why you are inspired to support and raise funds for Mission Australia. The more personalised your page, the higher success you will have raising funds with your networks.



## 4 START PROMOTING YOUR FUNDRAISING ACTIVITY

Start by donating to yourself. This shows potential donors your commitment to reaching your fundraising goal.

- **Share on social media, with an email, and through SMS**

The best way to encourage your friends and family to donate is to spread the word and include the link to your personal online fundraising page. Facebook, Instagram, Snapchat and whatsapp are all helpful. This way your friends and family can fill out the donation details online and money can be collected with ease. We'll even provide you with some pre-made social images to share.

- **Make it personal**

When sending an email or an SMS, 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. The time spent personalising each message will be rewarded with more donations.

- **Talk to your friends and family**

When you catch up with friends or family members, make a point to mention your fundraiser in person. You could even print out postcards with information pointing them to your fundraising website.

- **Engage your church**

If you've been wondering how you can get your church or small group engaged with issues like homelessness, we have the perfect tools for you. Our newly available sermons and Bible studies explore how your faith relates to issues including homelessness, domestic and family violence, children in poverty, alcohol and other drugs and mental health. Find the tools here:

**[missionaustralia.com.au/church-engagement](https://missionaustralia.com.au/church-engagement)**

- **Hit up local businesses**

Visit some local businesses and see if they'd like to sponsor your fundraiser. Try your favourite café or bakery where the staff know you. Ask local businesses for donations, prizes for a raffle, a venue for your event, or supplies to keep your costs down. From a business perspective, it's never a bad thing to be associated with a good cause so don't be afraid to ask!



**TOP TIP: Ask your workplace to match your donations or donate to your page. And don't forget to keep colleagues, friends and family updated on your progress.**

## 5 COLLECT DONATIONS AND THANK YOUR SUPPORTERS!

- **Cash, cheque and online – we've got you covered.**

- **Online collection will make your life easier**

All online donations come straight through to us at Mission Australia, each individual will be emailed a tax receipt automatically and their donations will instantly be added to your fundraising target.

- **You can also collect physical donations**

Just be sure to take the cash and cheques to the bank as quickly as possible. Each time you make a deposit at the bank, make sure you send us a completed Supporter Receipt Form so our team can send your generous friends, family and local businesses their tax receipts. And don't worry – each time you make a deposit, we will update your online fundraising target so you can see your overall total!

- **Here are our bank details that you'll need to provide if you bring cash or cheques to the bank:**

Account name: Mission Australia

Account number: 148828

BSB: 032 005

Reference: This is your Supporter ID (make sure this is included so we can correctly add your deposit to your fundraising total)

- **Thank you, thank you, thank you**

Don't forget to thank your supporters! Because of them, you will help so many Australians in need. And you couldn't achieve this goal without their support!

- **The ways you can thank your supporters are endless**

Send them a personal SMS and email showing your appreciation for their donation. Post on your social feeds about generous supporters to make them feel special. Tag a business to recognise their support. Create a list of people to thank at your event and read out their names in front of your attendees. Download our thank you certificates and feel free to send them to those special individuals who help you reach your goal.



**For a full list of FAQs, visit our website at [act.missionaustralia.com.au/faqs](https://act.missionaustralia.com.au/faqs).**

# Thanks for being an amazing Community Champion

**Because of you, so many Australians in need will get the help they need to move towards independence.**

Just one more thing – while you're busy raising money to make a difference, don't forget to have fun! Be sure to share the fun by sending us your best photos and we might even share some of them on our social media channels! After all, you can't spell fundraising without the word fun.



## Contact us

### Mission Australia Community Fundraising



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## Connect with us



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**AUSTRALIA** | together  
we stand