

## Cathy Freeman Foundation Fundraising Tips

Congratulations on joining Team Freeman! We've put together some helpful tips to assist in your fundraising efforts. Thank you for your support of Indigenous education. We look forward to running with you.



**“Access to quality education can improve the outlook for Indigenous children and lay the foundation for a healthy and productive future. Thanks for joining me on this journey”.**

*Cathy Freeman, Founder and Director of Cathy Freeman Foundation*

## Personalise your 'GoFundraise' or 'Everyday Hero' page

Now that you have your own 'GoFundraise' or 'Everyday Hero' page, let's make it as effective as possible. We suggest that you upload a photo of yourself, or even better, a video showing you in action. On this page, try to tell a story: explain why you're personally moved to support the Cathy Freeman Foundation. Keep your message simple as many people are time-poor and want to read the information as quickly as possible.

## Give your fundraising a head start with your own donation

You may be surprised by how deep your supporters will dig to help you get across the line. By kick-starting your efforts with your own generous donation, you'll set the standards for others to follow.

## Target your close friends and family for donations first

Send emails to close friends and family and those you think are likely to be your most generous supporters first. People tend to match the amounts already donated, so target your nearest and dearest first, and then contact your wider network.

## Send your fundraising page link far and wide

When you are contacting all of your potential supporters, send them a link to your fundraising page. If possible, change your email signature at work and/or at home to include the link as a constant reminder to recipients.

In addition to close friends and family, don't forget to contact any other groups you may have connections with: former colleagues, old school/uni friends, members of sporting clubs you belong to, or committees you are part of. If you're involved in business, don't forget to ask your suppliers - they often like to show their support. Use your network to gain momentum and ask your supporters to contact their friends as well.

### Spread the word via social media

Post, share, tweet! Let everyone know you're running and fundraising via Facebook, Twitter, LinkedIn, etc. Include the link to your fundraising page so people know where to donate.

Like and Follow the Cathy Freeman Foundation. This will encourage your friends and followers to find out more about the Cathy Freeman Foundation and our work.

### Put pen to paper

In the internet era everyone is bombarded with electronic requests. You might like to consider sending out a letter by mail. Hand-writing a letter shows you have gone to great efforts to make contact and will be sure to capture the person's attention.

### Regularly update your supporters

People mean to donate, but sometimes they forget if it's not done straight away. Don't feel embarrassed about asking again and again - it usually takes more than one round of emails to nudge everyone into action.

Update your fundraising page and circulate regularly – tell the story of your running journey! Let everyone know how fit you're feeling, how much money you've raised and any other updated information about the event. This will encourage and remind people to donate, if they haven't already.

### Utilise your employer

Lots of companies encourage staff to participate in charitable events and fundraising, so ask your company if they are willing to include something about you on the company website, intranet or newsletter. Some companies even offer a donation-matching scheme, where they will match the amount of money an employee raises. This is a great way to double your fundraising dollar.

### Create a donation poster

Create a poster to display in the office kitchen, local supermarket, gym, post office, school or anywhere else you can get permission. Use the poster to ask people to visit your fundraising page and support your efforts.

### Fundraising ideas

To increase your fundraising potential, how about engaging in an activity or event? Use your imagination to create your own event or take some tips from the ideas below:

- **Tin rattling** – contact us on 03 9686 4813 if you are interested in tin-rattling. We can help you set this up and assist you with the necessary applications should you decide to tin rattle in public places such as your local shopping centre. You'll be surprised at how quickly a small amount of change can turn into a substantial and generous donation.
- **BBQ/sausage sizzles** – can be held at your local sports field, recreation centre or even Bunnings Warehouse (contact your local Bunnings to organise).
- **Host a dinner / bake sale** – put on a dinner at your house or a bake sale at work and ask people to make a donation.
- **eBay™ sales / host a clothes swap** – clean out your wardrobe and donate proceeds to the Foundation. Ask your friends to do the same. Or host a clothes swap and get people to

donate what they think the clothes they pick up are worth.

- **Film nights** – host your own and charge an entry fee or contact your local cinema to organise.
- **Sporting sweeps** – organise your own sweep for upcoming sporting events like cricket, rugby, AFL or soccer.
- **Word jars** – forget the swear jars, create a word jar instead and everyone donates a gold coin every time a particular word is used.

The sky's the limit but if you're stuck for ideas, here are some fabulous websites that offer fundraising ideas, products and services: [www.fundraisingideas.com.au](http://www.fundraisingideas.com.au) and [www.fundraisingdirectory.com.au](http://www.fundraisingdirectory.com.au).

### Don't stop fundraising when the event finishes

A surprising number of donations are received after the event has finished, so don't stop fundraising when your event is over. Once you've recovered, update your fundraising page again and email it to your contacts. It's a great way of letting your supporters know you have achieved your goal, and of prompting anyone who still hasn't donated to do so.

### Thank your supporters

People love to be acknowledged and it's incredibly enriching to know where their donations are going. Remember to personally thank all of your supporters on behalf of yourself and the Cathy Freeman Foundation (CFF). By donating, your supporters are helping CFF improve the educational outcomes of Indigenous children.



**"I never knew I had it in me to run this far or raise this much money. It was a massive personal achievement for me and an incredibly enriching experience knowing that I was directly supporting these kids."**

*Katrina Milton (right), Psychologist, School Counsellor*

### About donations

- All donations to the Cathy Freeman Foundation over \$2 are tax deductible.
- All donations to the Cathy Freeman Foundation through Go Fundraise or Everyday Hero will automatically receive a tax receipt from Go Fundraise or Everyday Hero.
- Supporters who receive something in return for the payment (e.g. entry to an event, a raffle ticket, an art purchase, etc.) are unable to receive a tax receipt. Their donation still goes directly to the Foundation and its programs, but can't be claimed through tax.