

Fundraising Tips

Plan an Event



Take time to plan an event that's fun ... engages your friends and gives them a reason to enjoy and get involved.

[Pitch an event](#) and let us support you.

Events that have worked to date

1. 24 Hr Spin Bike Challenge
2. Gym Spin Class
3. Veggie Slipper (see photo above)
4. Super Bootcamp Session
5. Bunnings BBQ
6. Raffle
7. Trivia Night
8. Wax.a.thon
9. Cooking Classes
10. Silent Auctions
11. Juice Stalls
12. Produce your own beer label and sell to your network

The key to a successful event, is to match the concept with the wants of your network ... and to have fun.

Shout about what you are doing and why it's important:

1. Set a target and make it stretch you (individual and team)
2. Strategise as a team and plan
3. Break your target down into manageable chunks and delegate key tasks
4. Learn how to use the entoure website to drive traffic to your hero page/s
5. If you don't ask for sponsorship no one will give it to you ... so ask and don't apologise... this is important to you
6. Make it easy for people to sponsor you

7. Remind donors that all donations over \$2 are fully tax deductible
8. Use your Rider Hero Page to direct people to donate online ... this way you can track who has paid and when
9. Make yourself available and always return calls from people you have contacted

Whatever your approach, the main thing is to:

1. Call people you think would like to support you
2. If you miss them, call again ... and again ... they will want to be involved
3. Don't apologise
4. Share a coffee with people and have a chat
5. Ask if they need any more information
6. Immediately thank your supporters and keep them informed of your fundraising efforts.

When the tour is over, send your supporters an update and some images of you. Personalise it for them. Make sure they are aware where their money has gone and the difference they have made.

Making a Difference

Give yourself plenty of time to hit your fundraising goal and to make a difference. Leaving fundraising to the last few weeks could lead to you missing out on reaching your fundraising target and understanding the importance of your participation in the tour.

Approaching your Employer

Asking your employer to sponsor you can be a great way for them to show corporate responsibility and to network with existing and engaged organisations.

Many employers now offer dollar matching incentives. Ask your employer to match your funds and to challenge you in to do something.

When chatting with your employer, be clear on your goals, the event and the cause and find out what they need to be committed.

Advertise on the company intranet and launch a companywide scheme that engages the masses ... rather than the few.

Rotary and Service Clubs

Service Clubs such as the Lions or Rotary Clubs are chartered to fundraise for charities. Ask your local clubs to support your cause by staging a BBQ at the local shops or park. These clubs are good at doing this and you could be surprised what they are able to collect for a good cause.

Family and Friends ... Find a Champion

Where possible, delegate your fundraising and multiply the networks. Your friends and family have networks too ... use them and **identify people that will champion the cause.**

The Website

Each rider has their own Individual and Team Profile page so use it. It will explain a bit about the tour, your cause, and provide your supporters with an easy payment gateway.