

The Cerebral Palsy Alliance

Fundraising Toolkit



How you fundraise is up to you. Different people are interested in different things and it's all about making a difference your way.

Hold a workplace morning tea or cake sale, organise a dinner, hold a BBQ, shave your head – the options are limitless!

Here are some of the most popular ways our supporters have put their hand up to support Cerebral Palsy Alliance.

Of course you are welcome to fundraise your way with an idea of your very own - you are limited only by your imagination.

Fundraising events are fantastic, rewarding and you can make them as big or as small as you want.

Don't just take our word for it..



"We were and continue to be proud to fundraise for Cerebral Palsy Alliance, everything we required was provided promptly and willingly making the whole experience so much easier. It's been great to give back to this great cause."

Janelle Gonzalez, Managing Director, Blue Toro



Raise
funds with
friends



DONATE YOUR DAY

Donate your birthday and help change lives.
It's easy. Instead of gifts, ask for donations to Cerebral Palsy Alliance.



Your wedding is one of the biggest events in your life... why not use it to change the life of someone else's? Instead of wedding favours, donate the amount you would have spent and we can arrange place cards for your guests letting them know you've donated to Cerebral Palsy Alliance.

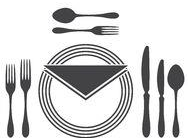


SAUSAGE SIZZLE. Hold a sausage sizzle with your sporting or community group and ask for a gold coin donation.

Bunnings stores are also very happy for you to host a BBQ at your local store so why not approach them to see if they have a free weekend. Cerebral Palsy Alliance can help you with the necessary paperwork. Local supermarkets will often donate the food for your BBQ.



TRIVIA NIGHT. Host a trivia night at your local pub and invite all your friends, family and work colleagues as well! Charge an entry fee for the night and you could also include a raffle to help raise extra funds. Local businesses are great to approach for their support.



FRIENDS & FAMILY FOR DINNER. Invite all your friends and family over for dinner and ask them to donate how much it would have cost them to go out (we recommend \$50-75 per head). Guests can donate straight to your fundraising page or donate cash.



HAIR RAISING. Ask for donations to do something wild to your hair.

- Fancy being bald? Shaving your head means no more bad hair days or expensive hair products.
- Colour your locks if you can't bear to lose them.
- Guys - what about having a go at waxing your legs or chest? Or grow some impressive sideburns?



Raise
funds at
school



SCHOOL DRESS-UP DAY. Approach your local school to ask if they would like to support your fundraising efforts. Tried and tested ideas for schools include:

- casual dress (mufti) days
- pyjama days
- crazy-hair days



Dress-up days are a quick and easy way to raise funds.

Each child brings in a gold coin in return for the chance to dress up!



Raise
funds at
work



MUFTI DAY/CASUAL DRESS DAY. Ask the CEO if you can hold a mufti day for the whole office. Everyone can donate cash or to your online fundraising page in return for wearing casual clothes!

Friday is a great day to hold this on and you could also organise office Friday drinks afterwards to get in the weekend mood.



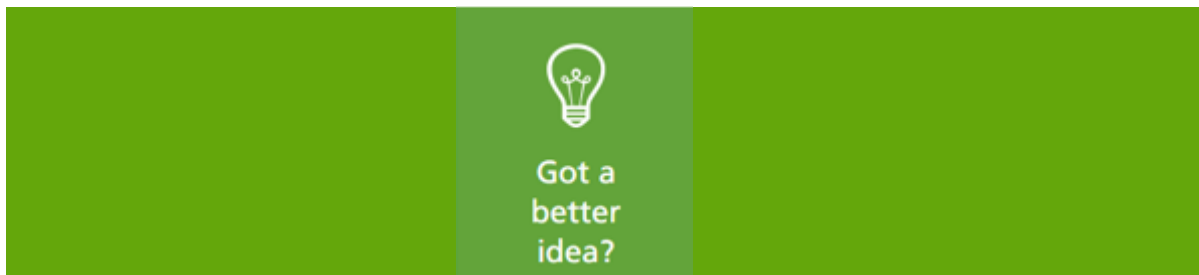
BAKE SALE. This is a very popular and easy event to hold at work! Ask some colleagues to help with the baking and choose a time to host your bake sale. Promote it in the lead up and include information about cerebral palsy and what motivated you to fundraise for Cerebral Palsy Alliance. Send out the link to your fundraising page so people who can't make it can still donate!



WORKPLACE GIFT-MATCHING. Many organisations have a match-funding program, where they match dollar-for-dollar the amount employees raise for charity. Ask your employer if they have a program like this, and double your dollars!



UPDATE YOUR EMAIL SIGNATURE. Check if you're allowed to update your email signature by adding your fundraising page link and give all your contacts the chance to support your fundraising efforts.



Do you have a fundraising idea of your own or want some more advice?

You are limited only by your imagination – so feel free to fundraise your way. We would love to help you!


Whether it's riding across the country on a motorbike, hosting a morning tea or taking part in an existing events, there are lots of great ways for you to get involved.


**If you need help or any advice from Cerebral Palsy Alliance please contact
Louise Reeson – Community Fundraising Coordinator:**


Tel: 02 9975 8934

Email: lreeson@cerebralpalsy.org.au

Spread the word – the more you share, the more you'll raise!

 **SPREAD THE WORD** – send an email to EVERYONE in your contact list. Tell them your story – what motivated you to fundraise - and how, with their donation to your fundraising event, they can make a real difference. Include the link to your fundraising page if you have one.


 **REMIND, RESEND, SAY THANK YOU** – people are so busy and if they don't donate to you the first time you ask, don't feel bad about asking again. Most likely they've just forgotten! Keep sharing updates about your fundraising event on Facebook, emails, SMS etc to remind people to make a donation! And people love to be thanked! So when you receive a donation make sure you send a note of thanks.

 **SHARE ON SOCIAL MEDIA** – whenever you write a facebook, twitter or Instagram update about your fundraiser, remember to include the #cpfundraising and link to your fundraising page if you have one. This will remind people to donate if they haven't done so already!

 **BLOGGING/POSTING** – Blogs are a great way to keep your supporters in the loop. Blogs enable you to share your team fundraising events and achievements and journey in the lead up to the challenge itself.

You can tell stories about what motivates you to fundraise for Cerebral Palsy Alliance and the difference the money you are raise will make to those living with cerebral palsy

Regular updates will show how passionate you are and encourage more people to donate.

 **ASK FOR HELP** – We are here to support you the whole way. Contact us for any advice, tips and information on how to reach your fundraising goal!

02 9975 8934 | lreeson@cerebralpalsy.org.au

The power of social media

Facebook, Instagram and Twitter are incredible ways to keep your friends up to date on your fundraising adventures and to keep reminding them to donate if they have not done so already.

You are doing an incredible thing so don't worry about showing-off about how you're supporting people living with cerebral palsy.

Your friends will want to know all the details!

Use Facebook as your number one platform to share your fundraising activities. Start your posts straight after you've created your event and write a post every couple of weeks. Closer to your event, really rev up your campaign and write a post every week or every few days.

Always include your online fundraising page link! When you write a post on Facebook or Instagram about your fundraiser, always include your online fundraising page link and #cpfundraising.

Top Tip

Top Tip



Templates for your emails and social media posts

Fundraising Email Template

Dear <name>

As many of you know that on [date] I'll be taking on a big challenge - putting my hand up to support Cerebral Palsy Alliance in the [event].

I decided to do this because <enter your story>.

Today – I'm writing to ask for your support.

I will not be the only person to benefit from this event. The funds raised from my event will help Cerebral Palsy Alliance buy life-changing equipment for kids and adults living with cerebral palsy who otherwise could be waiting up to 18 months for equipment they need right now.

For people with cerebral palsy, the right equipment at the right time can mean the difference between living independently and having to rely on a carer. Equipment can assist mobility and posture, helping to improve muscle strength and flexibility, increase bone density, enhance circulation and blood pressure, and aid digestion. At an emotional and social level such equipment can help people with disabilities participate more in family and community life, increase their independence and self-esteem and can proudly to share their achievements with families and friends.

Cerebral palsy is the most common physical disability in childhood, affecting a person's movement and posture. One in two people with cerebral palsy live in chronic pain due to the tightening of their muscles. Many will never be able to take a single step without assistance.

That's why I need the support of people just like you.

You can donate to my fundraising page here - <insert link to your fundraising page>

Any amount you contribute would make a huge difference to children and young adults living with cerebral palsy and of course encourage me to take on this challenge!

Thank you so much,

P.S. You'll receive an automated receipt and every donation over \$2 is tax deductible.

Social Media Template

As many of you know, I'm competing/holding the [EVENT] on [DATE]. I'm putting my hand up and raising money for Cerebral Palsy Alliance – an amazing organisation building futures for people living with cerebral palsy by helping them reach their full potential. Cerebral palsy is a lifelong condition and there is no known cure. Any amount you donate will help change lives: <insert link to your fundraising page>. **I'm doing the hard work - Your part is easy! Don't just hit 'like'.. donate to my page!! Thanks**