



## Your Fundraising Toolkit

Thank you for your support in improving the life of everyone with a respiratory condition! To get you started on what will be a fun and rewarding journey, we've put together this kit. If you still have questions or need help with fundraising ideas, please contact our office on +61 8 6151 0849 or email our Philanthropy Coordinator on link to [dorothy.koh@resphealth.org.au](mailto:dorothy.koh@resphealth.org.au).

### How do I start fundraising?

#### Step 1

We offer support to our fabulous Fundraisers in many ways. Get to know our fundraising guidelines which will help to answer many questions that you will encounter as you go about asking your friends and family to support.

#### Step 2

A list of ideas that can get you started and have fun as you fundraise, after all we want you to enjoy the experience and the journey. Contact Doroth Koh on [dorothy.koh@resphealth.org.au](mailto:dorothy.koh@resphealth.org.au) to get hold of the Fundraising Registration Form and hold on till you receive the Authority to Fundraise letter from us.

#### Step 3

##### **Get online**

Get ready for the fundraising fun by setting up an online fundraising page. Locate the Institute for Respiratory Health at <http://www.everydayhero.com.au/charity/view?charity=1870> on Everyday Hero and click 'Create a Supporters Page'.

##### **Share**

Share your dedicated fundraising page with friends and family to spread the word about your event.

##### **Say thanks**

Be sure to thank every one of your supporters personally with a 'thank you' when you receive their donation, whether that's in person, via email, letter or over the phone. A donor that feels appreciated is likely to thank you in return by spreading the word about your fundraising activity. We have a simple thank you letter template that you can personalise for your supporters.



### ***Take pride***

To remind you how much your fundraising efforts and achievements are valued by the team at the Institute for Respiratory Health, we'll personally acknowledge your great work with a thank you letter and Certificate of Appreciation.

### **Ideas**

For school students

- Make us a part of your Duke of Edinburgh Award Program or any Volunteer Program. This is a wonderful opportunity. You could fundraise for us under the volunteer portion of your award program. The amount raised could be converted to the equivalent of hours served in a volunteer program. All you need to do is fill up the registration form and when it is approved, inform the teacher in charge of volunteer and Duke of Edinburgh Award Program.
- Everyday Hero event  
You can participate in any events that is held annually ; HBF Funrun, Chevron City to Surf and nominate the Institute for Respiratory Health as your charity of choice. Raising funds in this way would also contribute to your volunteer work hours which is registered in your school's records. Also, check out our events page to see if there is any events on that may interest you.
- Fashion parade or sale
- Donation of services (e.g. car wash)
- Sponsorship of a challenge
- Birthday celebration
- Charity barbeque
- Book sale or garage sale
- A cupcake morning tea
- Head Shave



## For adults / workplace

- Everyday Hero event .  
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- Gala ball, dance or dinner event
- Fashion parade or sale
- Silent auction
- A raffle
- A Challenge of Sports, Bike Race, Racket Games, Bowling among various teams
- Workplace morning tea (gold coin donation)
- Book sale or garage sale
- Office dress-down day (gold coin donation)
- Head shave
- International cuisine office lunch
- A cupcake morning tea

## How to raise as much in ten days?

- Day 1: Start your collection by donating yourself
- Day 2: Ask your partner or a family member
- Day 3: Place a donation box at your local store or café
- Day 4: Ask your co-workers
- Day 5: Email all your friends and ask them to support you online
- Day 6: Mow a neighbour's lawn
- Day 7: Cook a friend dinner in exchange for a \$10 donation

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Day 8: Ask two people from your local church or community group

Day 9: Ask your boss

Day 10: Share your fundraising page on your social networks

## More Tips

**Employer Matching Scheme** : Ask your employer or local business to match the donations you raise.

**Charity Begins at Home** - Get family and close friends to donate first. They will be the most generous and that would set the standard for future amounts that you are expecting from your outer circle.

**Advertise the event widely!** Inform all of your colleagues, friends, relatives by email and also on social media; facebook and twitter to let them know what you are doing, why you are supporting us and ask them to support your efforts. Be sure to give them a deadline.

**It is ok to be ignored and getting a 'no'**. Don't get disheartened – you will never know unless you ask. Just stay positive.

**Use online resources and social media as much as possible.** Online donations are really popular and easy to do! The Institute for Respiratory Health has an account with Everyday Hero, where you can design and personalise your own web page. Log into <http://www.everydayhero.com>, sign up for a supporter page or if you already have an account with Everyday Hero, just log in.

**Know where the money is going** – Visit the Institute for Respiratory Health's website for background information. If you would like us to explain anything, please feel free to call us. Your friends and supporters will always want to know where their money is going to.