



# Fundraising guide

Thanks for choosing to support Beyond Blue by rallying for mental health at Beyond Bitumen 2020!

This fundraising guide has been designed to help you achieve your fundraising goals and includes:

- a networking chart to identify potential supporters
- how to build a successful online fundraising page
- fundraising event ideas
- some handy tips.

## Build a successful online fundraising page

### 1. Upload a photo

Once your page is set up, it's important to personalise by uploading a photo of yourself or your team. People are more likely to support a story and a friendly face than just a page.

### 2. Share your motivation

Through sharing your personal story or connection to the cause – even if it's only a few sentences – you will engage with more people and hopefully encourage others to share their own experiences.

### 3. Get social! Share it on social media

Share the link to your fundraising page on social media to spread the word among family, friends, colleagues, and local clubs or businesses. See our chart to help visualise people in your network. Don't forget to tag @beyondblue, @CharityCarEventsAU and the event sponsors @HireExpress9

### 4. Post regular updates and thank your donors

Sharing your thoughts and progress by posting words, pictures and videos will engage your audience and bring them on the journey. Remember to communicate with and thank your donors throughout the process, remind them leading up to fundraisers and event day, and thank them again when it's all done and dusted.

## People in your network



# Fundraising event ideas

Here are some additional fundraising activities you can do to help achieve your goal.



## BBQ / Sausage sizzle

There's nothing better than a good BBQ! At your local hardware store, at the park, or even at home - charge \$2.50 for a snag or burger.



## Percentage of sale

Put up a collection box at point of sale and encourage customers to donate their spare change. Once you register your fundraising activity, email us to get some collection boxes.



## Auction

Visit local businesses and ask them to donate goods or services for the auction in exchange for promotion of their business. *(Please check your state rules on auctions)*



## Raffle

Everyone loves a raffle, Ask people to donate raffle prizes or sell tickets at school, work or at your community event. *(Please check your state rules on raffles)*



## Car wash

Get your friends together and set up a car wash station. Put up posters around the neighbourhood to spread the word!



## Golf day

Charge an entry fee for players and ask a local business to donate food or drinks to sell and fundraise for the day.



## Morning or afternoon tea

Whether it's at work, school or with family and friends, a morning or afternoon tea is sure to bring people together for a worthy cause.



## Concert

Get your band together and put on a charity concert. Ask your local venue if they can donate a portion of entry fees.

## Some handy tips

- Utilise the fundraising posters, social media tiles and email templates to promote your upcoming rally.
- Visit the Beyond Blue website to order print resources and merchandise for free delivery within 4-10 business days.
- Your fundraising target is not a limit – if you exceed it, remember to edit the amount on your page to keep the momentum up until final tally day.
- Keep your supporters in the loop (and attract new ones) by updating your fundraising page with your journey and photos, then share your page on social media.
- Please remember to always thank your donors and supporters – without them, this wouldn't be possible.
- Remember to get revved up for a great rally, and to enjoy every moment!



# Thanks for rallying for mental health!

If you have any questions or require assistance with your fundraising, please contact Beyond Blue on [fundraising@beyondblue.org.au](mailto:fundraising@beyondblue.org.au) or **03 9810 6100**.