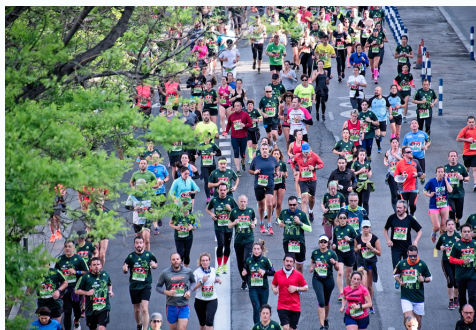


Thank you for using your fundraising expertise to support Hospice West Auckland! Although you are an experienced fundraiser, we want to provide all of the information, resources and useful tips to help make your activity a success.

One: Choose Your Fundraiser

Joining an established event, such as Round the Bays or the Auckland Marathon, is an easy way to support Hospice - simply register for the event and choose Hospice West Auckland as your charity to support.

If you'd prefer to create and run your own activity, that's great! Use your imagination or one of our ideas and we'll support you along the way - the sky's the limit.



INTERESTED IN SPORT?

Round the Bays, Auckland Marathon, or your own sponsored walk/hike/bike ride/swim/sky dive/fitness challenge



FEELING CREATIVE?

Use your skills to create and sell something, and donate the proceeds to Hospice: knitting, sewing, baking, craftwork, artwork, growing produce or seedlings



HAVE A LARGE OR SUPPORTIVE WORKPLACE?

Hold a themed dress-up day with a gold coin donation, host a quiz night or morning tea with baked goodies for sale



KEEN TO GET THE KIDS INVOLVED?

Hold a bake sale or garage sale, approach their school for a mufti day or themed dress-up day for a gold coin donation, get sponsored to give up something like screen time



WANT AN INCENTIVE TO GIVE SOMETHING UP?

Get sponsored to shave your beard, or give up your mobile, car, chocolate or social media for a set time



LOVE ORGANISING & HOSTING?

Host a quiz night, talent show, fashion show, themed night, comedy night, karaoke, movie night, clothes swap or a competition like bowling

NEED MORE IDEAS?

Run a raffle, car wash, sausage sizzle or car boot sale. Ask guests to donate to Hospice in lieu of birthday, engagement or wedding gifts. Organise an auction: ask an artist to donate some artwork or approach a friend with holiday accommodation to donate a free weekend. Get some green-fingered friends together and host a garden tour.

Two: Get Your Donation Method Set Up

Setting up an online fundraising page on popular platforms like Givealittle or Raisely is one of the easiest and secure ways to collect and manage funds. On your online fundraising page, make sure you:

- * Share why Hospice West Auckland is special to you and why you are supporting us
- * Include photos
- * Set a fundraising target to help create momentum and give a goal to work towards

If you receive any cash or bank transfer donations it's easy to add them manually to your online total - then all of your supporters can see how everything is tracking toward your goal.

If it's not practical to collect donations online, for example because you are selling items in person or collecting gold coins, you'll need to keep the income secure. Keep a record of all income and expenses, as this can get particularly complex for events that incur costs from multiple suppliers.

Funds can be paid into the Hospice West Auckland bank account.

Because donations of \$5 and over are tax deductible, collect those supporters' contact details and forward them to us for organising receipts.

Three: Promote, Promote, Promote

Tell everyone what you are doing and ask them to support you! As an experienced fundraiser, use all of your channels and ask past supporters and contacts to help spread the word.

SHARE ON SOCIAL MEDIA

Ask your connections and followers to like, comment and share your posts. Don't forget to share your posts to local community groups.

Include photos and links to your online fundraising page if you have one.



Tell and email family and friends



Tell and email work colleagues



If your children are helping, tell their school and ask if they'll share it in a newsletter



If you are running an event, put up flyers or posters, such as at your local community centre

Remember to keep your supporters informed as you go: share photos or videos, give progress totals, share updates on your event plans and how tickets are selling. And shout-outs and thank yous are a great way to show your appreciation and encourage others to support your efforts!

Four: How We Can Help

Tell us what you are planning and why. We can give you advice and guidance, not just to help your fundraiser be a success but also to ensure it complies with Health & Safety and other relevant regulations. We can also suggest how best to promote your event and how to ask your friends and family to support you.

We can also support you in many other ways:

- * With Hospice logo and branding
- * Promoting your activity through our own social media channels and website, including your story and photos to get people interested and invested in your cause
- * We may also be able to assist with your event, for example:
 - Providing signage or donation buckets
 - Providing a tap point or eftpos machine
 - Providing volunteers – please get in touch with us at volunteerservices@hwa.org.nz if you need volunteers to assist at your event
- * Share your story to help more people get interested in fundraising for Hospice West Auckland



Five: Ideas For Extra Success

If you are running an event, there are lots of ways to make it even more successful:

- * Add a raffle or two. You could approach local businesses or your family's and friends' workplaces to donate products, services or vouchers.
- * Add a silent auction. This is a great option for a big-ticket or donated product or service, or unique items such as artwork or photography.
- * Go for add-on sales with something like baking that everyone will love.
- * Include an easy competition, like guessing the jellybeans in a jar for a gold coin per guess.

Six: Fundraising Stories To Inspire You



Rachel ran the Auckland Marathon in honour of her Mum. She raised over \$5,000.



Susan organised a day ramble of 10 stunning gardens in honour of her daughter. The event raised over \$17,000.



The Trouble Bound Hot Rod Club ran a car show with gold coin entry and raised more than \$2,000.



Business networking group BNI Nspire hosted a quiz night and raised \$5,000.

Seven: Getting Funds To Us

Funds can be paid directly into the Hospice West Auckland bank account:

Account Name	Hospice West Auckland
ASB Bank	12-3039-0813192-04
Reference	[Your Name/Event]

Please drop an email to us at fundraising@hwa.org.nz to let us know to expect your payment.

Eight: Thank You!

Thank you for fundraising with us! Thank you for giving your time, energy and expertise to run a fundraising initiative.

Please help us to inspire other fundraisers by sharing your story and encouraging others to get involved in fundraising for Hospice.

We are so grateful for your support, which helps us to provide free specialist palliative care to the West Auckland community, so our patients can live every moment.