

FUNDRAISE WITH US

GETTING STARTED GUIDE

One: Choose Your Fundraiser

Joining an established event is one of the easiest ways to support the work we do, for example Round the Bays or the Auckland Marathon. Or use your imagination or one of our ideas to create your own fundraising activity - the sky's the limit!



INTERESTED IN SPORT?

Round the Bays, the 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, grow 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 ten pin bowling

STILL STUCK FOR 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: Decide On Your Donation Method

Once you've chosen a fundraising activity or event, you'll need to decide what method you'll use to collect donations.

Setting up an online fundraising page on Givealittle or Raisely is one of the easiest and secure ways to collect and manage funds. When setting up your online fundraising page, do:

- * Share why Hospice West Auckland is special to you and why you are supporting us
- * Include photos
- * Set a fundraising target - this helps to create momentum and gives 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. Funds can be paid into the Hospice West Auckland bank account.

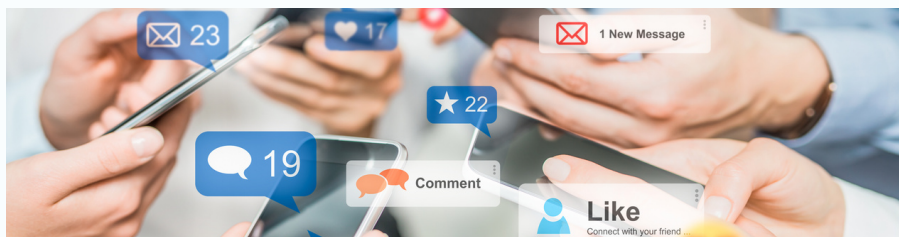
Because donations of \$5 and over are tax deductible, collect those supporters' contact details and forward them to us for organising receipts.

Three: Get Supporters

Tell everyone what you are doing and ask them to support you!

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

Keep your supporters informed as you go. Give them fundraising progress totals, or tell them how your event plans are going and how tickets are selling. Where possible, include photos or videos to keep the momentum going. 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 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.

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Six: Fundraising Stories To Inspire You



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



Harrison set up a Givealittle page to fundraise in memory of his grandfather as part of his primary school's leadership initiative and raised \$500.



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]

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

Eight: Thank You!

Always thank your supporters: everyone who donated, attended, volunteered, contributed and helped to spread the word! Let them know how much you appreciate their support.

And from Hospice West Auckland: **thank you for fundraising with us!** 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.