

























Fundraising Ideas

Fundraising for a charity is an opportunity to make a positive impact on a cause you're passionate about.

-  **Online Crowdfunding** ~ Create a crowdfunding campaign on platforms like givealittle.co.nz, gofundraise.co.nz or Facebook to reach a wide online audience.
-  **Charity Auction** ~ Organize an auction with donated items or experiences inviting supporters to bid.
-  **Bake Sale** ~ Host a bake sale with homemade treats, cookies, cakes, and other goodies.
-  **Themed Dinner Party** ~ Host a dinner party where attendees pay for entry & enjoy a special meal.
-  **Charity Run/Walk** ~ Organize a charity run or walk and encourage participants to raise funds through crowdfunding or entry fees.
-  **Garage Sale** ~ Sell unwanted items from your home and encourage family, friends, and neighbours to donate items for a communal garage sale.
-  **Car Wash** ~ Set up a car wash station and charge for washing and cleaning cars.
-  **Trivia Night** ~ Host a trivia night at a local venue and charge teams or individuals to participate.
-  **Concert or Talent Show** ~ Organize a concert, talent show, or open mic night, with ticket sales going to your cause.
-  **Dress-Up Day** ~ In your workplace or school, enquire about a themed dress-up day where participants dress up for a small donation.
-  **Online Merchandise Sales** ~ Design and sell branded merchandise like t-shirts, mugs, calendars, or tote bags online where a % of proceeds can go back to your chosen charity.
-  **Virtual Events** ~ Consider virtual fundraisers such as webinars, live streams, or online auctions.
-  **Movie Night** ~ Organize a movie night with an entry fee.
-  **Book Sale** ~ Collect donated books and host a book sale in your community.
-  **Pledge Drive** ~ Encourage supporters to pledge a specific amount for every KM you run, bike or swim during an athletic challenge. You could reach out to your local gym and ask whether they would be willing to host you to use equipment such as a treadmill, rowing machine or stationary bike.
-  **Art Exhibition** ~ Get friends, family and/or local artists together and showcase your/their work and sell pieces, with a portion of the proceeds going to your cause.
-  **Christmas Gift Wrapping** ~ Offer gift wrapping services during the Christmas holiday season in exchange for donations.
-  **Lending a hand in the Community** ~ Consider offering your time to help others in your community such as walking pets, picking up groceries or gardening for a small donation.
-  **Plant Sale** ~ Sell potted plants, flowers, or seedlings to gardening enthusiasts.
-  **Charity Raffle** ~ Sell tickets for a raffle with attractive prizes donated by local businesses.
-  **Cook-Off Competition** ~ Host a cooking or baking competition where participants pay an entry fee and attendees can sample and vote for favourites. Winner gets bragging rights and increased exposure for their establishment!
-  **Donate instead of gifts** ~ Consider letting friends & family know you would like to receive a donation instead of gifts.



Ways to ensure your Fundraiser is a success!

Imagination and planning are key to running a successful fundraising campaign.

- Choose an event or activity that you and your friends will enjoy and something unique you would participate in yourself.
- Tailor your fundraising idea to the mission of your charity and the interests of your audience.
- Consider any restrictions and health & safety measures for the day.
- Check calendars for any date clashes such as eventfinda.co.nz, marlboroughnz.com/events etc to ensure you get as many people as possible along. Don't forget public and school holidays!
- Create a detailed plan that outlines the timeline, budget, key tasks, and outcomes.
- Think about a compelling story that explains why your chosen cause matters and why people should participate.
- Pick a date that gives you enough time to plan, prepare and promote your event.
- Think about the weather such as heat/sun in summer; cold/rain in winter and plan for bad weather and how it may impact your event – will you have a back-up date or need to cancel.
- Permits may be required if you are holding an event in a public space or soliciting donations on the day so definitely check this out.
- If you're going to sell or provide alcohol (even a bottle of wine in a raffle prize), make sure you understand and comply with all sale and supply of liquor rules.
- Reach out to friends and family to build a support network and encourage them to get involved by volunteering their time to help out, no-one likes to be greeted at an event by a stressed-out organiser. Consider putting together a planning committee that have the range of different skills and connections you'll need.
- Estimate your expenses accurately and keep costs low as any costs you reduce will increase your fundraising income. Ways to do this could include:
 - Book any equipment, venue or hire items early and asking if they offer a charity rate.
 - Try to get any catering, prizes, and other items you may require, donated if possible.
 - See if venue or equipment hire could be sponsored by a third party.
 - If you are considering using an online platform, make sure you read all the fine print. Is there a cost to use it, do they take a % of your donations etc and factor this into your budget.
- Aim to raise a minimum of four times as much as you spend – make sure it's worthwhile for all your time and effort going into the event and be realistic about the number of tickets you'll sell or people who will participate in your event.
- Make sure if you are collecting funds at an event that you have safe storage and security measures in place and record donations and expenses.



Promoting Your Event

People support people and causes that resonate with them, not just because of an event itself.

- Use your own contacts, colleagues, and personal networks – set up a Facebook event or Tweet about it if that's your thing. Use social media, email, and word-of-mouth to spread the word about your fundraiser and create engaging content that will capture people's attention.
- Encourage your networks to share your event information so it reaches a wider audience – don't be shy about sharing with your school mates, work colleagues, community groups and sports clubs if appropriate.

- Provide regular updates to keep your family and friends engaged with what you are trying to achieve, to drum up ongoing support and remember to express gratitude and thanks to those involved and participating.
- Consider other ways you could increase your fundraising donations such as having an additional raffle, sharing QR codes that link through to a donation widget or having a collection/koha box onsite (if it's appropriate).
- Remember if you are thinking of reaching out to media such as radio or local community newspapers, whilst each organisation will have their own way of working with community and may see value in writing their own story, providing a 'media release' for them to consider can be the best way to supply your information. Think about context and a 'good angle' to create reader/listener interest and try to give at least two weeks' notice for any media coverage or photo opportunity.
- If your fundraising event is selling tickets, think about how you will sell them. Free online portals such as Facebook and Eventbrite.com are available and are easy to use. If you will have door sales, be sure to organise a float and make it clear in advance if you are only accepting cash sales. Local retailers may also be keen to sell tickets on your behalf, including our Hospice Charity Shops in Redwoodtown.

Hospice Marlborough is happy to support and promote your event through our social platforms and to assist with any marketing material such as logos and collection boxes, or advertising contacts you may want to explore, to support your cause.

For more information about how we may be able to help, please contact the Hospice Marlborough Events & Engagement Lead, Leigh Somerville by email engagement@mht.org.nz.

Remember, even a small fundraiser can make a significant impact.

Your dedication and effort can make a real difference in supporting the causes you care about.

Thank you for considering Hospice Marlborough for your fundraising event.

