



UPSTREAM CHALLENGE

FUNDRAISING FOR RAISE

Saturday 9 November 2019
Yarra River - MELBOURNE



to help change a young person's life

Thank you so much for taking on the Upstream Challenge for Raise. We are here to help you do all you can to smash your fundraising target.

In this guide you will find some helpful tips to make your fundraising fun and easy.

The first and hardest step of course, is simply to GET STARTED!



raise.org.au/events



Ask, ask, ask.
Don't be afraid to keep sending your request to people who haven't donated. They may just need that extra nudge.
Remember, you are **not** asking for yourself.

Make sure your **first donation** is a **big one** and others are likely to follow suit

Pages with **targets** receive an average of **40% more** than those without.
Set your target and keep increasing it to encourage more donations

Ask for sponsorship just **after payday** when everyone is feeling more flush

THE BASICS

Make it personal:

Personalise your Upstream profile by uploading your photo. Tell people why you are participating and why you support Raise.

Step by step:

Set your goal. Everyone has committed to raising a minimum of \$200, but on average most will raise a lot more. Once you have reached your original fundraising goal, increase it!

Ask for support & share your story:

Ask your friends, colleagues, family and networks to sponsor you. You will be amazed how many people will want to support you.

Share on Facebook or Instagram with your Upstream sponsorship link. Keep your followers updated with your journey and fundraising.

QUICK & EASY

Make your workplace part of the team:

Ask your work to sponsor you. Some employers will match the funds raised, so why not ask? Put up posters (available to download at raise.org.au/events/upstream-challenge)

Sweepstake

Hands up who hasn't taken part in a Melbourne Cup sweepstake?

What about the Footy finals? You know what to do....

Make a Guess

Put some fun into asking for sponsorship. Ask people to guess your finishing time or how many steps you will take, rather than simply making a donation.

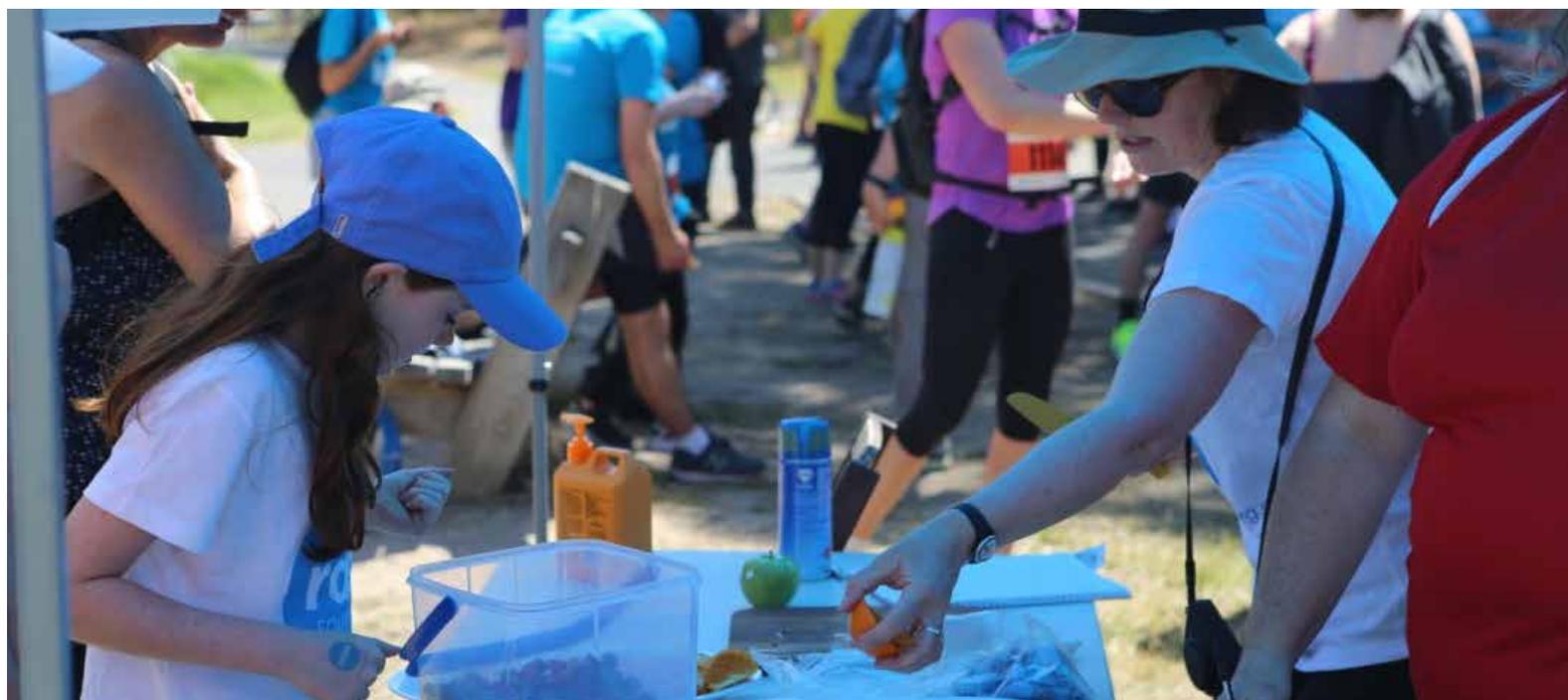
Good ol' guess the number of lollies

So easy peasy this one... Fill up a jar with lollies and ask people to guess for a donation. In Abba's famous words: "the winner takes it all".

Cake stall

This one really brings in some quick cash. Bake a stack of yummy looking cakes or biscuits and sell them at school, work, on your local walking path on a weekend. Think about where you will find the biggest number of hungry people. If you have it at work, load a trolley and walk around.

visit
raise.org.au/events
to
download posters,
email footer and
Raise logo to
include on your fundraising
material.



REMEMBER TO THANK YOUR SPONSORS

You can't thank them enough for supporting you and Raise!

Do it as publically as possible: Facebook, Instagram, email, or all of them. Remind them of the difference they are making. Every dollar counts and 100% of their sponsorship money goes DIRECTLY to helping fund Raise programs next year.

THE BIG EARNER

QUIZ NIGHT

A quiz is a great way to have fun while raising money. Here are some starting points to get you off and running:

The right venue

A lot of pubs have rooms they will offer with no hire fee, especially if it is for a charity fundraiser. You can also try your local council, community hall or school. Anywhere with enough space for tables for all of the teams.

Shout about it

Let everyone know the venue, date and entry cost. Ask the venue to put posters up. Create a Facebook even; email all of your friends and colleagues.

Add in a cheeky extra

Throw in some quick money-making activities. Hold a raffle (tickets must be sold & drawn on the night). Play games between rounds. Heads or Tails is good fallback game: each player puts in \$2 and stands up. They guess the answer to a question. Those who guess incorrectly sit down until there is just one person standing. Buy them a drink and bank the money.



ask the **venue**
or a local
business to
donate a prize.



TRIVIA

TOP TIPS

Don't get too tricky with the questions

Pick a great compere

...

Avoid blank sheets

Have moneymaking ideas lined up

OTHER IDEAS

RAFFLES

Raffles are always great fundraisers and perfect for combining with other events like quiz nights.

Make sure its legal

To ensure your raffle is legal, either sell your tickets and draw your prize at the same event or, if you want to sell tickets in advance, make sure it's a 'Free-Prize-Draw'. All this means is that you can't demand payment for a ticket. Instead, state a suggested donation such as \$2.

Find great prizes

Approach local businesses or any friends working in leisure, retail or hospitality. Meals for two, a free facial or guest passes will make selling tickets easy.

Tickets and record keeping

Buy tickets and make sure you have contact details for everyone who enters. Ask family and friends to help you sell tickets at work or at school.

SET A DARE : HOST A DINNER PARTY : GARAGE SALE

Whatever you do, let us know and share the photos with us on Facebook and Instagram!!

See you on November 9th at Upstream xx

