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Fundraising goal

*Consider your fundraising goal--what's the minimum fundraising amount you need to raise?
Next, think about your goal every dollar counts to making a difference to protecting children.*

Minimum Fundraising Target (If Applicable):
Fundraising Goal:

Milestones

Next, map out key milestones. When is your fundraising milestone and balance due? Tip: check out your online fundraising platform if you're unsure. You'll want to keep these dates in mind to ensure that you're tracking along.

- Fundraising Start Date:
 - First Fundraising Milestone Due Date:
 - Final Fundraising Milestone Due Date:
 - Bravehearts' 777 Marathon 2026 Dates: **29 June – 5 July 2026**
-

Case for Support

Your Case for Support should answer these five questions:

1. Why are you doing this challenge?
2. Introduce Bravehearts.
3. Why have you chosen to raise funds for Bravehearts?
4. How will the money raised make a difference?
5. What will you be doing to raise money for your cause?

Practice writing your case for support answering the above questions. You can use this in your online fundraising profile, in emails, and on social media.

My Network

Consider your network and ask yourself, for each group, who has facilities, resources, or the ability to support you.

Who are 5 family members I can ask?

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Who are 5 friends I can ask?

- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____

Who are 5 people at work I can ask?

- 11) _____
- 12) _____
- 13) _____
- 14) _____
- 15) _____

Who are 5 other people I can ask?

- 16) _____
- 17) _____
- 18) _____
- 19) _____
- 20) _____

Fundraising Ideas for my Network

For each group, consider the following five questions:

1. What do they do?
2. What facilities and resources do they have access to (e.g. printing, design, cooking)?
3. Do they have products or services that they could donate?
4. Do they belong to any organisations, clubs or associations?
5. What would they like to do to support you and how would they feel valued?

Family	Friends	Work/Businesses	Community/Other

Fundraising Plan Template



Activity Planner

Use this worksheet to write out a complete list of the various activities you plan to undertake to reach your goal. Project funds raised to ensure that you have enough events in place to achieve your target.

Activity	Timeline	Projected Funds Raised
Example: Sausage sizzle	1-3 months	\$500
Fundraising Goal \$X		TOTAL (Projected) Funds \$X

Fundraising Plan Template



Event Planner

Planning Questions

What skills and resources are needed to create this event?

Do you have contacts who could provide a venue or services free of charge?

How many tickets will you have to sell to reach this figure?

How many people can you invite, including friends of friends?

Event Type	
Date	
Venue/Location	
Anticipated Expenses	<ul style="list-style-type: none">• Venue• Food/Drinks• Staff• Decorations• Entertainment• Miscellaneous
Projected Expenses	
Fundraising Opportunities <i>How will you raise funds for this event?</i>	<ul style="list-style-type: none">• Ticket Sales• Raffle/Auction• Direct Donations• Corporate Sponsorship
Projected Fundraising	
Fundraising Goal	

Fundraising Plan Template



Template Letters

Campaign Launch

Email

Dear [Name],

I'm excited to share with you a new challenge. I am taking on **Bravehearts' 777 Marathon** and I hope you'll support me.

As part of this challenge, I will be raising vital funds for Bravehearts, an Australian child protection charity dedicated to preventing child sexual abuse.

The reason I've taken on this challenge is [insert brief personal motivation].

Beginning in Perth, WA on Monday 29 June 2026, I will be tackling Australia's Mightiest Marathon, completing **7 Marathons** across **7 States** in **7 Days**. Every kilometre we run helps Bravehearts to **Educate, Empower** and **Protect** Australian kids from child sexual abuse. I will be training over the next few months to prepare for running 42.2km's a day for 7 days!

My goal is to fundraise \$X, so if you are able to support me with a <insert option: e.g. tax-deductible donation or raffle/auction prize>. I would greatly appreciate it!

Together we can make a real impact to prevent and treat child sexual abuse.
You can make a tax-deductible donation directly to **Bravehearts' 777 Marathon** here at my fundraising page: <insert online fundraising link>

Thank you for your generosity!

Yours sincerely,

[Full name and contact details]

Social Media Post

I've signed up for **Bravehearts' 777 Marathon**. Over **7 days**, I'll be running **7 Marathons** in **7 States** to raise vital funds to support **Bravehearts** in their Mission to prevent and treat child sexual abuse. This charity is important to me because [explain case for support]. Along the way, I'm aiming to raise \$X, but I need your help. Will you support my fundraising efforts by donating to my page here <insert fundraising page link>? Every dollar raised goes to **Bravehearts**. Thank you for your support!

Text

Fundraising Plan Template

Hi [Name], I've signed up for the **777 Marathon** to support **Bravehearts** in their Mission to **prevent and treat** child sexual abuse. My goal is to raise \$X. Will you support my fundraising by making a donation to my page here <insert fundraising page link>? Your support is greatly appreciated, thank you!

Halfway Target

Email

Hi [Name],

As you know, I'm taking on an epic adventure, the **Bravehearts 777 Marathon**, running **7 Marathons** across **7 States** in **7 Days**.

I am hoping to raise \$X, and I'm close to reaching the halfway mark of my goal!

I am committed to taking on this challenge for **Bravehearts**, because [explain why this cause is important to you].

All funds raised go to **Bravehearts** to support their Mission of preventing and treating child sexual abuse. Will you help me reach this exciting milestone and make a difference? You can make a donation to my fundraising page here: [online fundraising page link]

The more people who know about **Bravehearts**, the greater impact we can have on the prevention and treatment of child sexual abuse. Please help me by spreading the word to your friends and networks about this important cause.

Donations are tax-deductible and you'll receive a receipt to claim your donation straight away. My fundraising efforts wouldn't be possible without your generosity.

Thank you for your support,
[Full name and contact details]

Social Media Post

I'm close to reaching my halfway fundraising goal of \$X in support of **Bravehearts' 777 Marathon!** Please help me reach this target by making a donation today. It's easy to donate, just visit my fundraising page here <insert fundraising page link>. If you've already donated, please help me by spreading the word and sharing this post with five of your friends. Imagine the impact we can make for **Bravehearts** if more people are aware of this important cause. Thank you for your generosity!

Text

Hi [Name], I'm close to reaching my halfway goal of \$X in support of **Bravehearts' 777 Marathon**. This cause is very important to me because [explain case for support]. Will you please spare a

few seconds to make a donation? I'm trying to reach as many people as possible, so please help me out by sharing this with your friends and family too. Donations can be made to my online fundraising page here <insert fundraising page link>. Thank you so much!

Final Push

Email

Hi [Name],

The days are fast approaching for me to reach my fundraising goal of \$X! Can you help me make a difference to **Bravehearts**?

I've taken on this challenge because [insert personal motivation].

This cause is incredibly important to me and I'm doing all I can to help **Bravehearts** make a difference through the **777 Marathon**, but I can't do it alone. I need your help to raise as much money as I can. If you haven't yet made a donation, please support me by donating to my fundraising page here: <insert fundraising page link>.

I'm running out of time and I need your help! Thank you, I know with your support I can go above and beyond my goal!

Sincerely,

[Full name and contact information]

Social Media Post

I've been working hard these past few months to fundraise for **Bravehearts** as part of the **777 Marathon**. So far I've raised \$X, thanks to your generous contributions. My deadline is fast approaching to reach my goal of \$X. Please help me hit my target by donating what you can and spreading the word about this important cause. Thank you so much for your support!

Text

Hi [Name], my deadline is fast approaching to reach my fundraising goal for the 777 Marathon. I'm reaching out once more to ask if you can spare a few more dollars to help me reach my target for Bravehearts. Every dollar makes a difference. My link is here <insert fundraising page link>. Thank you so much for your support!

At Departure

Email

Hi [Name],

The day is here! I'm departing for **Bravehearts' 777 Marathon!**

I've put in long months of training and preparing, but the challenge has only just begun. I'll be doing the hard work running **7 Marathons** across **7 States** in **7 Days** and in return, I'm asking for some additional support to motivate me along the way.

You've been incredibly generous so far with your donations, and I can't thank you enough. Every dollar raised goes to **Bravehearts** in their Mission to **prevent and treat** child sexual abuse.

I've raised \$X so far. Can you help me get this even higher? You can donate to my online fundraising page here: <insert fundraising page link>.

If you've already donated, can you please help me spread the word by sharing my fundraising page to your personal networks and on social media? The more people who know about **Bravehearts**, the more we can raise.

Thank you for your support to date, I cannot wait to embark on this incredible journey!

Sincerely,

[Full name and contact information]

Social Media Post

I can't believe it, but I'm finally departing for **Bravehearts' 777 Marathon!** I've raised \$X so far, but I'd like to raise even more! I'm committed to working as hard as I can running **7 Marathons** across **7 States** in **7 Days** in order to raise awareness for this important cause. Please help motivate me with your support! All donations can be made here: <insert fundraising page link>.

Text

Hi [Name], I'm leaving today for **the 777 Marathon!** Thank you so much for supporting me so far, I'm thrilled to have raised \$X for **Bravehearts**, a cause very close to my heart. I'm reaching out for a final push to help me along the last few kilometres of my adventure. As always, donations can be made at my page here <insert fundraising page link>. Thank you!

On Return

Email

Hi [Name],

I'm back from the **777 Marathon** and proud to say that thanks to your generosity, I raised \$X! We've been able to make such a difference in helping Bravehearts to prevent and treat child sexual abuse.

None of this would be possible without your support and I want to thank you sincerely for your generosity over the last few months.

I'm tired, and happy to be back in my own bed, but extremely grateful for the incredible experience I had running **7 Marathons** across **7 States** in **7 Days** and raising funds for a cause close to my heart.

Check out the photos of my adventure here! [<Insert photos of adventure>](#).

My fundraising page will stay open for a few more months, if you'd still like to contribute: [<insert fundraising page link>](#)). Every donation is always appreciated.

Thank you so much,
[\[Full name and contact details\]](#)

Social Media Post

I did it! My teammates and I raised a collective \$X for **the 777 Marathon**. I'm so proud of all our hard work and dedication over the past few months to get this result. This money will make a huge difference in helping **Bravehearts** in their mission to **prevent and treat** child sexual abuse. Check out some photos from the week. It was challenging, but worth it, and I wanted to extend a big thank you for your donations and support to date. My fundraising page is still open for the next few weeks, if you're inspired to give further. [<Insert fundraising page link>](#).

Text

Hi [\[Name\]](#), I have completed the **777 Marathon!** I was able to raise \$X, as part of a team total of \$X with your support. I've been able to make a difference for **Bravehearts and the children they help protect**, thanks to you. I'm so proud. My fundraising page ([<insert fundraising page link>](#)) is still live, if you're inspired to give. I just wanted to say a big thank you and share a few photos of my time from the week!

Fundraising Plan Template



Corporate Sponsorship Letter

Dear [Full Name]

My name is [Your Name], and this year I am taking on Australia's Mightiest Marathon the **777 Marathon**. Over **7** consecutive days, I will be running **7** marathons across **7** states, all to raise awareness and vital funds for **Bravehearts** and their Mission to **prevent and treat** child sexual abuse.

This cause is extremely important to me. **Bravehearts** provides education on personal safety, therapeutic services, and support programs to thousands of Australian children and families each year. The funds raised through the **777 Marathon** ensure these services continue.

I have set a fundraising goal of [amount], and I am reaching out to local organisations for support. I would be honoured if [Company Name] would consider supporting my participation as a **corporate sponsor**.

In appreciation of your support, I will proudly:

- Acknowledge your business across my social media and fundraising platforms
- Feature your logo on my fundraising page and promotional materials
- Recognise your sponsorship in event-related updates and community engagement

All sponsorship donations raised go directly to **Bravehearts** and are tax deductible.

Together we can make a real impact in protecting Australian children.

If you would like to discuss sponsoring me as I take on the **777 Marathon**, please contact me directly at [insert phone] or [insert email].

I look forward to hearing from you.

Kind Regards,
[Insert full name]

Media Release Template

[Eye-catching headline]

Provide the who, what, where, when, why

[Insert Name], is taking on Australia's Mightiest Marathon, **Bravehearts' 777 Marathon**. **Bravehearts** is an Australian child-protection organisation dedicated to the prevention and treatment of child sexual abuse.

Founded in 2013, the annual **777 Marathon** comprises of **7** marathon events in **7** Australian cities in **7** consecutive days. It is the only marathon event of its kind in Australia and supports the vital work of **Bravehearts**.

All participants are raising money for **Bravehearts** with an overall goal of 1 million dollars.

[Insert personal story, quote, and explanation of why you have chosen to take on the challenge].

For further information, please contact [Insert name] on [Insert phone] or [Insert email] or Bravehearts on (07) 5552 3000 or 777@bravehearts.org.au.

[Full contact details]