

Fundraising Toolkit

Everything you need to know to start fundraising for Bravehearts' 777 Marathon 2021



Bravehearts
Educate Empower Protect
Our Kids

What your support means to the kids of Australia



Thank you for taking part in Bravehearts' 777 Marathon. Your support and inspirational efforts will help make our kids and communities safer. If it wasn't for the generosity of community members like you we could not be able to continue our vital services to children in need. Every amount you raise, no matter how large or small, does make a difference!

The funds you raise will go towards counselling, preventative education and research, as well help fund our essential lobbying and advocating on behalf of child sexual assault survivors. This is how your donation dollars will make a difference:



\$12

Educates a child about personal safety through Bravehearts' *Ditto's Keep Safe Adventure* program.



\$75

Covers the cost of a phone counselling session for a parent, guardian or survivor needing support.



\$150

Provides a counselling session for a child affected by sexual assault or exploitation.



About Bravehearts

Bravehearts is Australia's leading child protection organisation dedicated to holistically preventing child sexual assault and exploitation - a crime that affects 1 in 5 children. Our Vision is to make Australia the safest place in the world to raise a child.

Steps to success



Land on an idea

There are many different ways you can fundraise, whether you host a **covid-safe** event, set a challenge for yourself or simply ask your friends to donate online. For inspiration, check out our Fundraising Ideas in the 777 section of our website > *Useful Resources*.



Set a fundraising target

Set your fundraising target to keep yourself motivated and so others know what you are aiming for.



Set a date, time and location

Figure out the key details of your event or fundraising activity, such as the date, time and location. These are the things you will need to know before registering your event online.



Register your fundraiser online

Registering your event means we can offer you expert advice and resources to make your event a success. You can register your event at bravehearts.org.au or contact our team for assistance (contact details on the last page of this booklet).



Get to know us

Before you begin fundraising, please read up on Bravehearts (you can find a lot of information on our website) and be sure to read our fundraising *Terms and Conditions*.



Plan a fundraising strategy

The best fundraisers start by asking their friends and family first and progressively work outwards to more distant contacts, using email and social media.



Did you know?

In Australia, a child is sexually harmed in some way every 2 hours? By choosing to support Bravehearts you are helping to prevent the children in your community from becoming a part of this shocking statistic.

Fundraising tips



1. Personalise your page

Add your own text and picture to your online fundraising page. Remember, your potential donors are primarily interested in you and your attachment to the cause. Make sure you tell them why you are getting involved and why you care about the work of Bravehearts.

2. Donate to your own page

Lead by example and be the one to make the first donation to your page - it doesn't have to be a large amount. Other people are more likely to donate to your page when they see that someone has already contributed. Donating some of your own money also demonstrates to potential supporters that you are serious about helping the cause.

3. Connect with your people

Start emailing, PM-ing and talking to your friends, family and contacts to ask for their support. Start with your closest friends and family first and then progressively outwards to your acquaintances and colleagues. See on the right our tips for strategically using email and Facebook Messenger to do this.

4. Get social

After you've sent your initial batch of emails/messages, start fundraising through Facebook, Twitter, Instagram, Snapchat and any other social media platforms you are on. Download the *777 Marathon Social Media Messaging Guide* to help you compose the right kinds of posts that will get the best response. You can download this from our website in the *777 section > Useful Resources*.

Tips for using email an/or Facebook Messenger to raise more funds

- **Email/Message #1** Send to 5-10 closest contacts (family and your closest friends or two).
- **Email/Message #2** Send to 5-10 close contacts (your entire circle of good friends).
- **Email/Message #3** Send to as many other contacts as you can (co-workers, friends of friends, distant relatives, your entire address book!).

Composing your email/Facebook message:

1. Start by explaining your connection to the cause and why it's important to you. Briefly explain the good work the organisation is doing to advance the cause.
2. Be clear to potential supporters about what you need; make a direct ask for financial support, exactly how much you are asking them to donate and what your target is.
3. Include a link to your fundraising page and make sure you end the email by thanking them for their time and support.



Having a goal helps raise more money

Studies show the closer to your goal you are, the more likely people are to donate! This is why it's so important to have a clear (and realistic) fundraising goal so you can promote your progress towards the goal via social media.

Using social media to promote your 777 fundraising



Compose engaging, relevant posts

Download the *777 Marathon Social Media Messaging Guide* from our website in the *777 section > Useful Resources*. This is your cheat sheet for composing posts about Bravehearts and your fundraising activities. This guide contains all our key messaging, hashtags and even example posts that you can copy directly or modify according to your needs.

Use relevant hashtags

Remember to use the 777 and Bravehearts hashtags to help spread the word about our cause and also to help promote your own fundraising efforts. These can be found in the guide mentioned above.

Create a Facebook event

Create a Facebook event and share it; invite all your friends and all their friends. Make sure your event is public so everyone can see it and make sure you put a link to your online fundraising page on the event page.

Share, Share, Share!

Share the link to your fundraising page across all social media platforms that will allow you to post live links, such as Facebook and Twitter. If you are on LinkedIn, this can also be a good platform on which to promote your fundraiser.

Use our digital assets

We have created a number of 777 digital assets for you to use on your social media accounts, such as a Facebook cover banner, profile badges and Instagram tiles. You can download these from our website in the *777 section > Useful Resources*.

Make video content

Why not make a short video about your event on your smartphone explaining why you are raising money for Bravehearts? Share it on Facebook, YouTube and Twitter to inspire your friends to support you. Snapchat is also a great medium to make and share video content to help promote the cause.



Creating a fundraising team



You may want to consider starting a fundraising team to share the load and increase your fundraising potential. Teams range in formality; if you're running a race or organising an event together, there will more organisation involved than if you are simply fundraising online as a group. Either way, here are some tips for creating a successful fundraising team:

Create a team fundraising page

Just as you would if you were fundraising as an individual, you will need to create a fundraising page for your team, where you can display your team fundraising goal, your progress, post updates to your supporters and share the link for people to donate.

Recruit your team

After you create your team fundraising page, start recruiting your team members. Begin by emailing or calling the people you think might be interested. Follow that up by making a few requests through social media.

Set a team goal

When you've got most of your team members signed up, come up with a team fundraising goal. Make sure your goal is reasonable and achievable.

Keep communicating

Send regular emails to update the team on your progress and encourage people to share ideas about what's working best. Alternatively, create a closed Facebook Group for your team to share ideas and information.



Never give up!

Fundraising can seem daunting at first, but we want you to know we are always here to support you. If you are having trouble reaching your goal it helps to remember there was a good reason you began this journey, so don't give up!

Useful resources



To make your fundraising as smooth as possible, we have equipped you with a number of support tools and resources, ready for you to download from the 777 section of the Bravehearts' website in the Useful Resources section.

Fundraising ideas: A cheat-sheet that lists a multitude of simple ideas to help you get inspired when planning your fundraising activity or event.

777 Marathon Social Media Messaging

Guide: A guide to composing posts about Bravehearts and your 777 fundraising activities.

Letter of Authority to Fundraise: An official letter from Bravehearts that authorises you to raise money on our behalf. Please contact our team to request a copy of this letter.

Letter/email template: A letter or email template that you can cut and paste to base your own letter/email to an employer or potential sponsor to ask for their support.

Bravehearts brochure: You can use this brochure to hand out to supporters at your event and/or to help potential supporters understand the cause and why they should donate. You can download this from our website or request a quantity for us to post to you if you are hosting a major fundraising event.

Digital assets: A collection of 777 downloadable assets for you to use on your social media accounts and email, including Facebook cover images, event banner, profile badges, Instagram tiles and email signatures.

Posters: 777 and Bravehearts posters in A3 format for you to download and print.

Logos: The 777 logo and 'Proudly Supporting Bravehearts' logo for you to place on your promotional materials.

Media Release form: A form that you can use if you wish to use the photographs you have taken at your event for public social media posts.



We're here to help

If you need to contact us you can call us on **07 5552 3000**
or you can email us at **fundraising@bravehearts.org.au**



BRAVEHEARTS FOUNDATION

Information and Support Line
Freecall **1800 272 831**
(Monday to Friday 8:30am - 4:30pm)

ALL DONATIONS OVER \$2 ARE TAX DEDUCTIBLE
ABN: 41 496 913 890 ACN: 607 315 917



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