

# A-Z List of Fundraising Ideas for Heroes with Heart

There are endless ways to fundraise for Variety WA and reach your fundraising target! If you don't know where to start, here's an A-Z list of how you can maximise your fundraising efforts to raise more money for WA kids in need...

- A. Ask, ask, and ask again!** Approach everyone you can think of to ask for support. Ask your family, friends, neighbours, business partners, or reach out to someone you haven't talked to in a while!
- B. Barbeque.** Whether it's in your workplace, at your local Bunnings or in your own backyard – fundraising barbeques are a great way to kick off the weekend and progress towards your target at the same time. Offer ice-cold drinks or sweet treats to boost your sales.
- C. Celebration-based fundraising.** Got a birthday or anniversary coming up soon? Ask for people to donate to your fundraising page in lieu of presents.
- D. Ditch the clutter.** Get rid of those items that you've been holding onto but never actually use and sell them on Gumtree, E-Bay, Facebook or other online or physical marketplaces.
- E. Explain the reason behind your fundraising.** People are more likely to give if they feel connected to the cause that you're supporting. Don't forget to explain why you're doing what you're doing and use the "proudly supporting Variety – the Children's Charity" logo in your communications.
- F. Finish off your fundraising page.** Have you updated your profile picture and summary on your fundraising page? Why not write a blog post about what the cause means to you? The more you personalise and share your page, the more likely you are to receive donations.
- G. Get social!** Post your fundraising page URL on Facebook and other social media channels that you use. You can use the templates we've provided in this kit to get your started.
- H. Host an event.** Hold a long lunch, golf day, cocktail party, music concert or movie night and sell tickets, with the proceeds from ticket sales to be donated towards your cause.
- I. Invite people who have attended your fundraising events in the past.** Keep note of people who have supported your past fundraisers, so you've got a strong invite list for the next event.
- J. Jog their memories.** People need to be asked an average of 3 times before they give a donation, so make sure you remind them if they haven't got back to you yet.
- K. Kick start your fundraising with a personal donation.** Put your money where your mouth is and make the first donation to your page to get the donations started and show everyone that you mean business.
- L. Laugh it out!** Raise money by selling tickets to an existing show at the Comedy Lounge. They'll give you a promo code, and for every ticket sold with that promo code, they'll donate \$10 back to you.

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- M. Match donations.** Get your employer to match all or part of your fundraising efforts, or get a sponsor on board to do the same.
- N. Negotiate donations into your dealings.** Help others out in return for a donation. It's a win-win!
- O. Order your wine in bulk.** Use [this form](#) to order your wine from Killerby Wine (and encourage your friends and family to do the same), and they'll donate \$20 for every 6-pack of wine sold to your target!
- P. Put yourself up for a challenge.** Whether it's hiking a mountain, cycling to Albany, or giving up caffeine, sugar, or dare we say alcohol, if it's been on your bucket list for a while then let's help you cross it off, all whilst raising funds for Variety.
- Q. Quiz/ trivia night.** Put your quiz master hat on and invite some friends over for an entertaining night for a cause, or approach your local bar and get the community involved.
- R. Raffle or auction off a special prize.** You can ask for a prize to be donated or raffle off a service that you can personally provide to keep your outgoing costs low.
- S. Seek sponsorship.** Approach your business networks and local business owners to seek a financial or in-kind business contribution, in exchange for public recognition.
- T. Tip jar or swear jar.** Put it in your home, workplace and/or club. With any luck, it'll be filled to the top in no time!
- U. Upcycle.** Transform materials/ items that you have easy access to and sell them for a profit at local markets, online, or to friends and family.
- V. Videos are worth 1,000 pictures.** A picture paints 1,000 words, but there's no better channel to tell a story and get your message across than video. Share a Variety WA video from our [YouTube channel](#) to show people what you're doing and why you're doing it.
- W. Work steadily towards your target throughout the year.** Set yourself a goal and make regular progress over a year. This will accumulate into a massive overall fundraising impact.
- X. Xmas in July.** Or August. Or September! Throw an unofficial Xmas celebration any day of the year and instead of giving gifts, ask people to give to your fundraising page. Merry fundraising!
- Y. You're not alone!** If you're struggling to meet your fundraising target, please don't hesitate to reach out to Variety WA for support.
- Z. Zany dress day.** Hold a casual dress day or "Variety red day" in your office or a school that you're involved with to get the kids involved.

Go to <https://fundraise.varietywa.org.au/> for more tips, information and resources.

