

FUNDRAISE FOR RED CROSS

Why fundraise for Red Cross?

Your fundraising efforts ensure Red Cross continues to help the people who need it most, both at home and around the world. Many of our services don't receive government funding so we rely on the generosity of people like you and your networks to run our programmes. So whether you're an individual fundraising on your own or in a community group, a school or a workplace, fundraising is a fun and rewarding way to make a difference in your community!

Whether you're a seasoned pro or an eager first timer, fundraising can seem daunting but don't worry: below we have included some handy tips to get you on your way! As this is a peer-to-peer fundraising event, you will find that people will donate to you because they know you. So be yourself and share your journey with all your friends, family and colleagues.







How can donors give donations?

Donations will be accepted through your Everydayhero fundraising page. Simply share your page (the URL) with your donors a link so they can make a donation.

Where will the money be going?

Let others know how their donation will positively impact others.

Here are some examples of what your fundraising or donations can achieve:

-  **\$20** 2 tarpaulins to help a family after a natural disaster
-  **\$24** 6 blankets for a family to help after a natural disaster
-  **\$50** 1 uniform vest for our volunteer drivers to deliver Meals on Wheels
-  **\$75** School equipment for a former refugee child in New Zealand
-  **\$385** People Savers course (Basic First Aid) to 23 school students
-  **\$1500** Training of our Disaster Welfare and Support Teams to respond to emergencies



Tip #1: Personalise your fundraising page

Make sure to personalise your online fundraising page: add photos of yourself or your family. Write a little bit about yourself and why you are joining Red Cross Journey. Your story will inspire others to do good – either by joining or by donating.

Tip #2: Make a donation

Be the first to make a donation to your own page. Show that you believe in what we do, so people see that you are supporting our work too.

The level of your donation will set the standard and is likely to inspire others to donate the same (or higher).

Tip #3: Be confident asking for donations

At first you might feel a bit uncomfortable asking for donations from your friends, family and colleagues – but remember you're not asking them for money for yourself, it's a donation to the good work of the Red Cross that you believe in.

Remember to keep reminding your contacts about what you are doing. They might have forgotten to donate the first time you told them.

Tip #4: Share Red Cross Journey on social media

Share updates of how the challenge is going on Facebook, Instagram or Twitter. Let others know what you have achieved and how many steps you have done. Feature the link to your fundraising page on all digital platforms that you use. Make sure to use the hashtag #redcrossjourney

Tip #5: Remember to say thank you

Don't forget to thank each donor for their donation. Acknowledge them and reassure them that their donation is going to a good cause.

Tip #6: Organise a fundraiser

If you're feeling keen, why not organise a fundraising activity too? Here are a few ideas.

- If you like food – an afternoon or morning tea at work/school, a bake sale, a wine and cheese night, a gala dinner, a sausage sizzle, BBQ fundraiser, sell refreshments at your local rugby/netball/hockey/football games, cook and sell your favourite recipes as a package, collect your grandmother's old but delicious recipes in a cookbook, host a cooking competition among your friends and ask them to each contribute by paying an entrance or participation fee.
- An event – bingo/movie/quiz/karaoke night, auction or raffle (get some local businesses to give you prizes), board games or pub games night, garage sale, fashion show, baby name/weight guessing competition.
- A service to others (these ideas never get old!) – mow the lawn, wash cars, baby sit, paint a fence, etc.
- Mix the ideas together – you could organise an auction during your wine and cheese night, do a dare, or sell raffle tickets during your quiz or bingo night to try to make the most of your guests!

