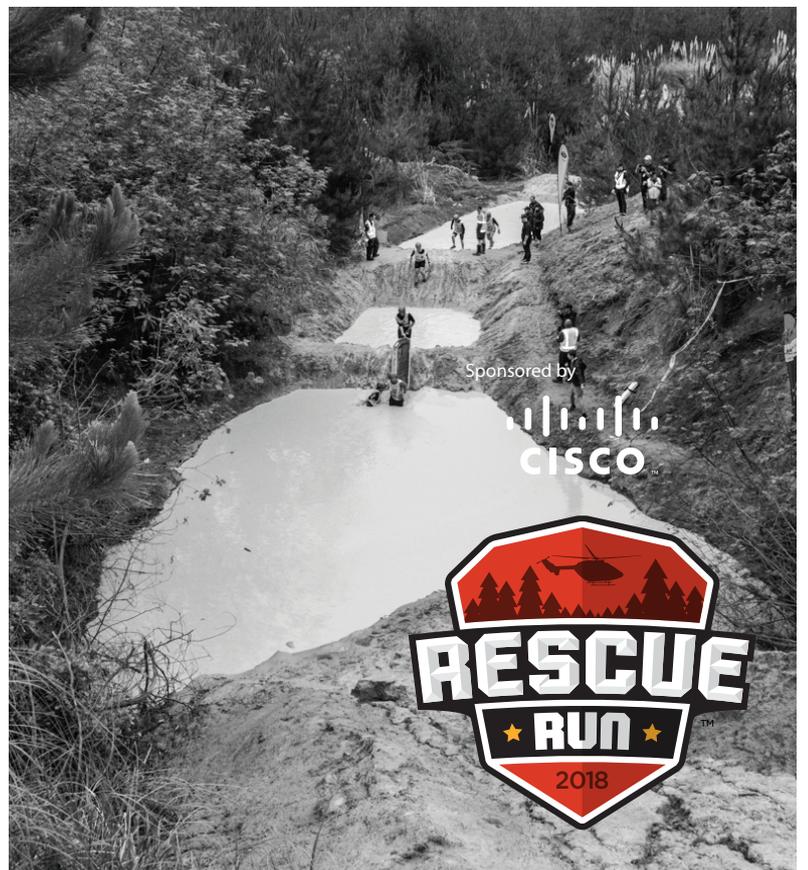




FUNDRAISING GUIDE



THANK YOU

Well done! You have taken the first step and chosen to participate in the 2018 edition of the Rescue Run! Congratulations on your decision and, of course, best of luck for your race on the day. It will no doubt be a huge challenge and something to be extremely proud of.



St John



SURF LIFE SAVING®
NORTHERN REGION



Youthline
Changing lives.®

WHY FUNDRAISE?

Rescue Run 2018 is proud to support 6 different charities, listed below. You will have the opportunity to fundraise for the charity of your choice. This is your chance to save a life - make a difference - and sustain these integral life-saving charities throughout Auckland and Northland!

Coastguard Northern Region

Auckland Land Search & Rescue

Fire & Emergency NZ

Surf Life Saving Northern Region

St John

Youthline

These charities rely on fund-raising to exist. Without your help they simply cannot save lives.

TARGETS

As with anything in life, it's important to have goals for your fundraising. Why is our target so high? Well, \$5000 will cover the average cost of front-line emergency response and a life-saving mission. This is what we're asking each team to fundraise so that they can save a life.

If you're really confident and brave like our rescue and charity crews, you don't have to stop there - every \$5k more saves another life. How many can you save?



HOW DO YOU SIGN UP?

Signing up is easy – click the link below and you'll be taken directly to the fundraising page.

rescuerun.blackbaud-sites.com

1. Click on the **'start fundraising'** button
2. Here you'll create your own personal everydayhero account – either sign up with your Facebook profile, or fill in the relevant details & hit enter.

REGISTER YOUR TEAM

After you've created **your own** supporter page, you can create a **team page** for your team. Your page can now act as a team leader to approve team requests, edit the team page and invite members via email. To begin setup simply:

Click on the **'create a new team'** link to the right hand side of your team leader page and enter your team's name.

Congratulations! You have created your **Team Page**. You'll see that you're the first and only member at this stage. Your team leadership is noted with a gold star at the left corner of your profile photo. Now, just take the time to personalise it by clicking on the **edit this team page button**.

Share your team page with all potential members of your fundraising team and ask that they join the team by creating their own supporter page

FUNDRAISING GUIDE

This will be a monumental and rewarding effort and achievement for you and the team in support of our rescue charities. The next thing to think about is how you are going to fund-raise your lifesaving target of \$5000. In order to achieve your target you'll need to plan and keep up a consistent effort, just like the men and women out there saving lives.

This guide will help you and your teammates achieve fundraising goals by offering downloadable checklists, resources, ideas and tips.

101: THE BASICS!

1

MAKE A PLAN

Decide on an initial team fundraising commitment
Brainstorm ideas and schedule them

2

SET UP TEAM PAGE

Log in to Everyday Hero and update your page with team bio and photo
Write first blog introducing team
Ask a generous friend for a big first donation - others will follow

3

SPREAD THE WORD

Send an email to everyone you know with your team page link and email banner
Social Media - Add team page links and say thanks to donors publicly
Print out posters for around the workplace, gym, local notice board etc
Contact your local newspaper to the spread the word.

4

PLAN SOME EVENTS

Contact us for any extra resources
Host one or more fundraising events. One big one and a few smaller ones.
Speak to a local business and ask them to sponsor or donate items for raffles/prizes.

5

GET MATCHED FUNDING

Ask your boss about your workplace matching your team's fundraising
Does your workplace have a newsletter or intranet updates that you can be a part of?
Let us know if you need any help with the application

6

RAISE THE TARGET

When nearing your commitment, increase it!
Check out rewards to see what will be landing in your mailbox

7

THANK DONORS

Make sure you thanks donors post-event and tell them how you went.
Host post-event party to thank donors.

GETTING STARTED

YOUR TEAM

Your team is your greatest fundraising asset. Fundraising is a team sport so play to each other's strengths and support one another. The key is to keep talking; devise your plan together and let each other know how you are going. The \$5000 seems daunting at first but split between 6 people, it's less than \$900 each!

IDEAS

Fundraising ideas are endless. Start brainstorming ideas with your team and who knows what you'll come up with. Everyone has different networks and relationships, as well as finding very different things enjoyable. It's important that your fundraising ideas are guided by what you like and what you're able to achieve within your own networks. We'll give you a few ideas at the end of this document to get your creative juices flowing.

A PLAN

Just like a training schedule it really helps to plan your fundraising. Put aside time each week to dedicate to your fundraising. The key is to start early and maintain your momentum. The last thing you are going to want to do after the event is chase people for money!

MOTIVATION

Fundraising to help anyone in need of a charity is awe-inspiring. Feel proud of what you are doing and know that by fundraising you are helping to save someone's life. Every dollar makes a difference.

DEADLINES

A deadline is not something to be scared of, but a timeframe to guide your fundraising. Devise your fundraising plan to ensure you meet the fundraising deadline:

- Fundraising minimum commitment achieved by:

insert your own target date

- Fundraising deadline:

insert your own target date

START FUNDRAISING

ASK

Get out there and ask people you know (and people you don't know) to support your team. Go as far and wide as possible, you never know what people might surprise you with who will support your team. The data shows us that the people who raise the most money are the people that consistently ask everyone they know to support their effort. If you don't ask, people won't donate. If you do, they probably will!

EMAIL

The most effective fundraising method (by far) is to email friends, family and colleagues directly to ask for support. Tell them what you are doing and why and ask them to donate to your team. The best emails ask for a specific amount and show what this could do. And don't forget to follow up with those who haven't donated. There's an email template available on the Rescue Run site.

SOCIAL

In 2018 one of your most effective fundraising tools will be your ability to engage your social networks. You'll need to leverage your network as often as possible. Your Everyday Hero page will link directly with your Facebook page and allow you to share your training and fundraising journey with your friends and extended social network. When people see the amount of effort you are putting in, they will get in behind you!

UTILISE YOUR TEAM PAGE

Track your fundraising efforts through your online team page. Encourage your supporters to make donations online - it's fast and easy and supporters can leave a personalised message for your team. You'll quickly get hooked to seeing your fundraising tally go up! Your Everyday Hero team page has all the info on how to make the most of it.

SEND IN YOUR DOLLARS

Getting donations on to your online team page is the best but if you've got any cheques made out to your charity or other offline funds you can send it into us to get up on your team page.

KEEP GOING!

People will always donate more if you are yet to reach your fundraising target. When you get close to your target why not increase it? You will see more funds rolling in and be eligible for more rewards. To upgrade your fundraising target you can do this on your Everyday Hero Team page.



FUNDRAISING IDEAS

There are loads of original fundraising ideas that we are sure you and your team can come up with. In the meantime, here are a few starter ideas we have come up with to get the ball rolling. Remember - now is not the time to be shy. Be positive, energetic and motivated, and your target will be easy!

AUCTIONS & RAFFLES

Remember raffle prizes must legally be kept below \$5000, but if you, your network or your organisation has prizes or goods to contribute, then a raffle can be the best way to maximise its value.

MOVIE NIGHT

A great one for friends and family - approach your local cinema and ask them about hiring out a whole theatre. Often the smaller, local cinemas will be better value and will allow you to hold your own events with less risk. Watch the latest blockbuster with your supporters and give them a rewarding night while they support you!

BAKE SALE

If you're a whiz in the kitchen then why not whip up some sweet treats and do the rounds at your office. This might be something you repeat every couple of weeks - as people here about how delicious your treats are, more people will want to get their hands on them!

HEAD SHAVE

Are you precious about your hair or have long locks that you're emotionally tied to? Sometimes shaving your head can be a show of commitment that people understand and are willing to support. Put this one out to your network, alongside staging it as a live event and ask people for a donation to attend. Get your whole team involved and make a day of it! Or for the really brave... what about a wax-a-thon to take it to the next level!?

CAR WASH

Get the team together. Write up some signage. Grab a bucket, some soap and sponges. Get cracking!

MERCHANDISE

Your chosen charity may have a range of merchandise available for sale. They could provide you with stock at wholesale prices and when you sell the the products at retail value, you can attribute the balance to your fund-raising efforts! Contact your charity to find out!

GARAGE SALE

We've all got valuable stuff lying around the house or in storage. Why not have a garage sale where the profits go to your fundraising? Your team can all contribute stuff, and you can even engage your neighbours and friends to donate goods to the sale.

QUIZ NIGHT

Most local pubs have quiz night facilities, and will be willing to allow you to stage an event at their premises. That means you don't have to organise food or drink, and the bar wins by you bringing in a crowd.

POKER NIGHT

Poker nights are all the rage these days and a great way to raise some funds. Remember cash prizes are not encouraged, but if you can get prizes for the winners and your friends and network are keen players, you're in a with a sure fire way to raise money! Give us a call if you'd like some more advice about running one of these nights successfully.

SPORTS TOURNAMENT

For the sports people out there, it's worth considering your local clubhouse or indoor sports facility to stage your own mini-tournament. You can charge teams to enter and reward the winners with prizes at the end of a rewarding day or weekend of sports. Great for training too! If you play touch, cricket, league, netball or really anything - this is a potential option for you. The traditional golf day is of course another great way to raise funds, if you have a friendly local course.

BOWLS DAY

The ultimate social Sunday fundraiser. Organise a bowls day at your local club, and your friends will all enjoy it. Most bowls clubs will ask a nominal \$10 per casual bowler, so you can look to charge a little more than that, and include BBQ fundraisers, raffles and games of chance on the day to boost your fundraising. A successful bowls day will raise well in excess of \$1000!

SELL YOURSELF

What is your most valuable asset? Are you handy on the tools? A great teacher? A singer or performer? Think about organising a 'people auction' where you and your team get together and sell yourselves to the highest bidder for the day.

THE HOT SEAT

Do you have a supportive CEO in your organisation? If so, you could set them up to a day's work within the organisation - for sale to the highest bidder of course. Your co-workers will have the opportunity to submit a bid to have the CEO do their job for a day!

STILL FEELING STUCK?

If you're nervous or apprehensive about reaching your goal, don't hesitate to contact us or the charity you are supporting. We are happy to help you out via email or phone, or even come to meet you in person to chat.

To arrange further support please contact:

event@rescuerun.org.nz

Or, if you need any help or assistance with **everydayhero**, please contact their helpdesk:

hello@everydayhero.co.nz
0800 22 4376
<http://help-nz.everydayhero.com/>