

# Community Fundraising Guidelines



Fight Cancer  
Foundation™

*Giving hope.  
Saving lives.*

# *Thankyou!*

By fundraising for Fight Cancer Foundation you are helping countless Australian families fighting against cancer.





# ABOUT FIGHT CANCER FOUNDATION

Fight Cancer Foundation is a national charity dedicated to providing care, treatment and support for cancer patients and their families and funding vital research into cancer treatment and cures.

Founded in 1989 as the Bone Marrow Donor Institute to establish Australia's first bone marrow donor registry and find a cure for leukaemia, the organisation's broader scope now provides support services for patients with blood and other cancers.



Our education support programs help young learners with cancer maintain their education and connection with their school and school friends while receiving life-saving treatment.



Fight Cancer Foundation is proud of our longstanding partnership with Melbourne Health and The Royal Melbourne Hospital to fund research into blood disorders.



Our accommodation centres in New South Wales, Tasmania and Victoria provide much-needed comfortable accommodation for seriously ill patients and their families who must travel long distances to access medical treatment.

# GETTING STARTED

To get the most out of your fundraising experience, create a plan before you get started.

Follow these easy steps and you will be well on your way to giving hope and saving lives.

## Decide what your fundraising activity will be

**1** Think about how big or small you want to go, how much time you have to give and if any of your friends or family want to get involved.

## Set a date, time and fundraising goal

**2** Once you know what you're doing, decide when your activity will take place and set your fundraising goal.

## Make a plan to reach your goal

**3** Map out how you will reach your goal. Will you have an online fundraising page? Are there local businesses that can sponsor your efforts? Thinking about how you will be successful will make it easier in the long run.

## Keep in touch!

**4** Fight Cancer Foundation's Community Team is here to help and we love updates! Reach out at any time to get some advice or extra help, or just to chat about how your activity is going.



Let your friends and family know why you are supporting Fight Cancer Foundation. They will be more generous if they feel they are donating to a cause you feel strongly about.

Ask for a specific donation amount. Sometimes the uncertainty around how much to give can actually stop people from donating.

Tell your friends and family how their money can help. We can provide you with eye-catching infographics and plenty of stats which show where your supporters' money goes.

# FUNDRAISING TIPS

## Choosing your event

When deciding on your fundraising activity, keep in mind your strengths and limitations. Choose an event or activity that fits with your lifestyle and that you will enjoy.

## Timing

Consider public holidays, special events and occasions when selecting the date of your event or activity.

## A team affair

Encourage your friends and family to get involved! Many hands make light work and having more people involved will help keep you motivated, increase the size of your network and make it more fun.

## Move your goal posts

If you reach your fundraising goal, or even come within \$100 of it, increase it! If people think you are close to reaching your target they may not donate the \$200 they were going to if you are only \$75 off your goal.

## Thank your supporters

It's important to let your supporters know that you have received their donation and to thank them for it! Consider emailing, calling or even sending a card.



**\$29**

Provides class materials for children in our education support programs.



**\$84**

Provides a patient requiring urgent medical treatment with emergency accommodation for one night.



**\$182**

Provides researchers with essential equipment to process cancer patient samples.

# FUNDRAISING ONLINE

Creating an online fundraising page is a really effective and simple way to collect donations.

An online fundraising page allows you to track your donations and to share your page via social media or email, and keep your supporters up to date with your progress.

[Click here](#) to join Fight Cancer Foundation on our preferred platform, Raisely.

If you'd like more information about fundraising online or would like Fight Cancer Foundation to set up a page for you, please contact [team@fightcancer.org.au](mailto:team@fightcancer.org.au).

## HOW WE CAN HELP

Fight Cancer Foundation's Community Team is here to help you make your fundraising activity a success. We can support you with:

- Posters, flyers, invitations and certificate templates.
- Templates for your online platforms, e.g. Facebook cover photo.
- Assistance in setting up your online fundraising page.
- Donation envelopes and Fight Cancer Foundation brochures to have available at your event.

This is not an exhaustive list, so please get in touch with the Community Team at [team@fightcancer.org.au](mailto:team@fightcancer.org.au) to chat about how we can support you.

## FIGHT CANCER FOUNDATION BRANDING

If you would like to use Fight Cancer Foundation's logo, please contact us for a high resolution file. Any promotional materials featuring Fight Cancer Foundation's name and/or logo must be approved prior to print and distribution.

Please ensure when referring to Fight Cancer Foundation in your promotional material and activities that you cite the Foundation name correctly.

**Correct usage example:** Fight Cancer Foundation

**Incorrect usage example:** The Fight Cancer Foundation

# HOW WE ARE FIGHTING AGAINST CANCER



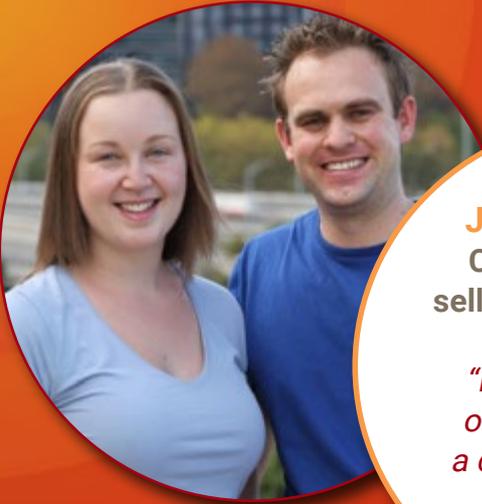
Our education support programs ensure children and young people stay engaged with their education while receiving cancer treatment.

We fund research into blood cancers to create better patient outcomes.



We provide a home away from home for families who must travel long distances to access life-saving treatment.

# COMMUNITY FUNDRAISING SUPERSTARS



**Jason and Deborah**  
Collect donations by selling home-grown eggs to co-workers.

*"I feel as though I am on a team and part of a community and really helping people."*



**Iron Steel**

Held a rock concert and donated proceeds to Fight Cancer Foundation.

*"We wanted to do our bit to help find a cure sooner rather than later."*



**CureTOUR**

Cycle from Adelaide to Geelong bi-annually and seek sponsorship from family and friends.

*"It's a physical battle and an emotional journey, but it's nothing compared to the incredible challenge that is cancer."*



**Emily**

Gave up soft drink for a year and asked friends and family for donations.

*"It was really hard to not have soft drink for a year, but it was worth it."*

# SPREADING THE WORD

## Social Media

Set up a page on your favourite social media platform to promote your activity, or make use of your existing social media networks. Social media is a great tool for connecting and keeping your supporters engaged with regular updates. Use the platforms that work best for you, be it Facebook, Twitter, LinkedIn, Instagram or Snapchat.

## Contacting the Media

If you think your event might interest the media, Fight Cancer Foundation can help. Please contact us to talk this over further.

## Personal Networks

Use the category list below to brainstorm people you can contact to support your event/activity. Once you start, you'll be surprised at how many contacts you have!

- Friends
- Family
- Co-workers
- Clients
- Classmates
- Sports clubs
- Community groups
- Local businesses

Try emailing, or even better, calling all your contacts to let them know about your fundraising. Asking for support and a donation can be nerve-racking - to make things easier, let your friends, family and co-workers know the difference their donation will make to people living with cancer.

Don't be afraid to ask for donations more than once! Everyone is busy and sometimes your friends have the good intentions of donating but simply forget.



# AFTER YOUR ACTIVITY

## Depositing your funds

Now that you've finished your fundraising activity, it's time to deposit your funds! Every dollar you have raised will help people living with cancer and their families.

### Post

Send your cheques, made payable to "**Fight Cancer Foundation**" along with your contact details to:

Fight Cancer Foundation  
Att: Community Fundraising  
Locked Bag AAA  
PO Box Carlton South  
VIC 3053

### Online

If you have set up an online fundraising page, you can be sure that the donations will come directly to us, without you having to do the leg work of chasing your supporters!

### Phone

You can donate your funds via credit or debit card by calling 03 9342 7888.

## Receipting

Donations of \$2 or more are tax deductible.

Supporters who donate directly to your online fundraising page will receive a tax deductible receipt. If any issues arise, please let the Fight Cancer Foundation Community Team know.

Fight Cancer Foundation can issue a receipt for donations collected offline, however supporter details must be provided. Please talk to the Community Team if you would like Fight Cancer Foundation to issue receipts

### Bank Deposit

If you would like to deposit your funds via bank deposit, email us at [team@fightcancer.org.au](mailto:team@fightcancer.org.au) and we will provide you with our bank account and reference details.

**As the main fundraiser, you are responsible for keeping accurate financial records and management of funds.**

**Fight Cancer Foundation cannot pay any expenses you incur as a result of your fundraising activities. However, you can deduct expenses from the proceeds of your activity, provided it is clear and properly documented. Only reasonable expenses can be deducted, and your total expenses should not exceed 30 per cent of your total proceeds.**



## **GOOD LUCK AND THANK YOU!**

**Contact the Community Team:**

**Phone: 03 9342 7888**

**Email: [TEAM@fightcancer.org.au](mailto:TEAM@fightcancer.org.au)**

**Visit: [fightcancer.org.au](http://fightcancer.org.au)**

**Post: Community Team  
Locked Bag AAA  
PO Box Carlton South  
VIC 3053**



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