



CARING  FOR

NAMBUCCA
VALLEY

KIDS



COMMUNITY
ACCESS TRIAL

FUNDRAISING AND
SOCIAL MEDIA TOOL KIT



Do it for Nambucca Valley Kids

There are so many ways to fundraise. Anyone can do it. It's all about people having fun! Together we will make a difference to the lives of Nambucca Valley kids.

Of course, everyone is interested in different things. You can make a difference doing it your way. Use these ideas for inspiration to get your fundraising started.



For help to set up your own fundraising event or to donate go to www.caringfornambuccavalleykids.gofundraise.com.au

After work drinks – end of the week celebration subsidised by the boss. Charge an entry fee or a small amount for each drink.

Afternoon/morning tea – get your friends to bring a plate and charge an entry fee.

Artwork exhibition – ask local artists, photographers, etc to contribute to your art exhibition. Charge an entry fee and auction off the artwork.

Auction – get goods and experiences donated and hold an auction.

Baby guessing competition – bring in baby photos to work and pay \$5 to guess who's who.

Band night – get a local band to play and charge an entry fee.

Barbecue/sausage sizzle – ask your soccer field, Bunnings Warehouse or school to hold a one-off or regular sizzle.

Benefit performance – contact your local art centre, drama group or choir and organise a performance at the pub.

Bingo – legs eleven! Everyone loves a game of bingo.

Book sales – ask your neighbours to clear out their book shelves and coordinate a book sale.

Cake sale – get baking and selling!

Carwash – a wet and sudsy day with mates held in a school playground, supermarket carpark, or sports oval car park.

Casual dress day – hold a muffin day at your school or workplace for a gold coin.

Caption competition – get a photo of your school principal, teacher or workplace manager doing something unusual and charge participants to submit a caption.

Chocolate drive – purchase fundraising chocolate to sell at work or school.

Cinema screening – hold a preview screening in your local cinema. Increase ticket prices by an extra few dollars.

Cold turkey – be sponsored to give up something eg talking, driving, TV, Facebook.

Cocktail night – who can resist a cocktail?

Country dance – show off your line dancing skills at your next social club.

Donate – an hour's pay, or why not a day's pay?

Dances – go back to the 70s or 80s, 90s or naughties with a themed dance party.

Dinner party – hold a dinner party and fundraise through a raffle or selling glasses of wine or champagne.

Demote the Boss – you'll be surprised how much people will fork out to see their boss work behind reception for a morning!

eBay – Sell unwanted clothing, accessories, DVDs, bikes, toys, camping gear, surf boards online and donate the proceeds.

Fancy dress days – organise a fancy dress day at school or work eg movie or book character, wig day, childhood hero.

Fashion parade – host a parade at school for parents and teachers by inviting local designers and shops to showcase their latest fashions.

Fun runs – gather any interested colleagues and participate in a sponsored run or marathon.

Garage sale – take the chance to de-clutter. Use your garage, shed or car boot to display your wares.

Golf days – hold a golf day for your colleagues, clients or suppliers.

Guessing competition – anything from jellybeans, to weight, to height – pretty much anything!

Hair colour or shave – sponsor a kid, siblings or whole family to change their hair to a crazy colour or the ultimate – a head shave!

Hire services – hire out what you do best – mow lawns, handyman, massage, accounts.

Home brew – sell some of your own - it's for a good cause!

Indulgence day/evenings - \$30 admission to an evening of head massage, reflexology, aromatherapy and iridology with your friends. Heaven!

Inter-departmental sports matches – organise teams or departments to play against each other in a knock-out competition. Anyone for netball, soccer etc?

Jigsaw competition – each person is timed to see how long it takes to finish.

Knockout darts or pool tournament – do you know some ex-Brits? They'll love this.

Karaoke night – why not hold a karaoke night for your friends or for work’s next social function?

Late for meetings penalty – charge a \$5 penalty for anyone who arrives two or more minutes late.

Lawn bowls – test your skills in the art of lawn bowls, it’s good fun and you can even do it barefoot!

Lunch money – ask your colleagues to bring in their own lunch and donate what is normally spent on lunch.

Lamingtons & pies – fundraising just wouldn’t be fundraising without a lamington drive!

Mobile phone penalty – start a penalty system for anyone whose phone rings during a meeting or presentation.

Make-over evening – hold a pamper session and organise beauticians and massage therapists to provide complimentary treatments for your group. Each person pays an admission fee.

Movie night – ask for a donation and get friends together to watch a classic. Use a projector to show an outdoor movie.

Network – use Facebook, newsletters, work intranet. Talk passionately about your fundraiser whenever the chance arises.

One day/week/month break – get sponsored to go without speaking or a vice for a day – maybe it’s coca cola or chocolate.

Open garden – green thumbs can invite visitors to their garden for an admission. Sell some plants or herbs as well.

Parachute jump – some people would never in a million years jump out of a plane. Well, they might if it’s for Nambucca Valley kids!

Poker tournament – do you have any card sharks at work? Perhaps they can help organise a poker night to raise funds.

Quiz day/night – everyone loves a bit of trivia. Increase competition by selling answers to raise extra funds.

Raffle – organise prizes to raffle off at your school, sport, work and pub. Ask local businesses to support you by donating prizes.

Rubber duck race – get hundreds of rubber ducks, number them, sell them and then start a race in the river. First duck to cross the line wins!

Silent auctions – run in conjunction with a major event. Operating throughout the evening they don’t interfere with the fun.

Sleep out in a swag – bit of adventure for your school, Guides, Scouts, or sport team to hold a special outdoor sleepover.

Spelling bee – grab a dictionary and hold challenges in your office or school.

Sporting events – leverage off the major sports events coming up – State of Origin, Olympics or Melbourne Cup.

Swear jars – easy way to earn extra fundraising dollars with minimum effort.

Treasure hunt – cryptic clues lead people from one location to another.

Ten pin bowling –test everyone’s skills in a sponsored bowling tournament –the professionals can be blindfolded!

Unsolicited donation – everything is gratefully accepted!

Ugly duckling competition – reveal photos from 10, 20, 30, 40 years ago. Awards for 'best/worst haircut,' 'best dressed' 'most improved.'

Victory donation – when your school or sports team wins a competition, why not donate the winnings?

Wine tasting evening - charge participants an entry fee that covers cheese, wine and a donation. Or bring in a local wine merchant and get your friends buying tonnes, so that a percentage of the proceeds can be donated.

World meal - gather friends for an international meal – Indian, Mexican, Thai or Italian and charge an entry fee.

Xmas in July event – host an event at a restaurant, service club or your house and theme it for Xmas. Hold raffles and other funny games.

Yoga marathon –gather a group to participate in a sponsored yoga marathon.

Yes day – convince colleagues to have people sponsor them in their quest to say yes to everyone's work demands on a particular day.

Zany events – eat jelly with chopsticks, drink milk through a Tim Tam, greatest number of marshmallows in a mouth etc. Get people to sponsor you in your challenge!

Your own ideas are often the best!

To start your fundraising or donate go to www.caringfornambuccavalleykids.gofundraise.com.au
If you have any questions, please contact Community Fundraising Manager Felicity Reid at felicityr@royalfarwest.org.au or (02) 8966 8575

Let's do it for Nambucca Valley kids!

Together we need to raise funds to support the delivery of the Nambucca Valley Community Assistance Trial. All contributions, no matter how big or small, will make a big difference to the lives of Nambucca Valley kids.

Funds raised by our community will be matched through the Royal Far West and Bupa partnership up to \$25,000 in matching. So we can effectively double the number of Nambucca Valley kids receiving Telecare services for speech and language development, occupational therapy and mental health.

Go to www.caringfornambuccavalleykids.gofundraise.com.au to show your support and learn more.

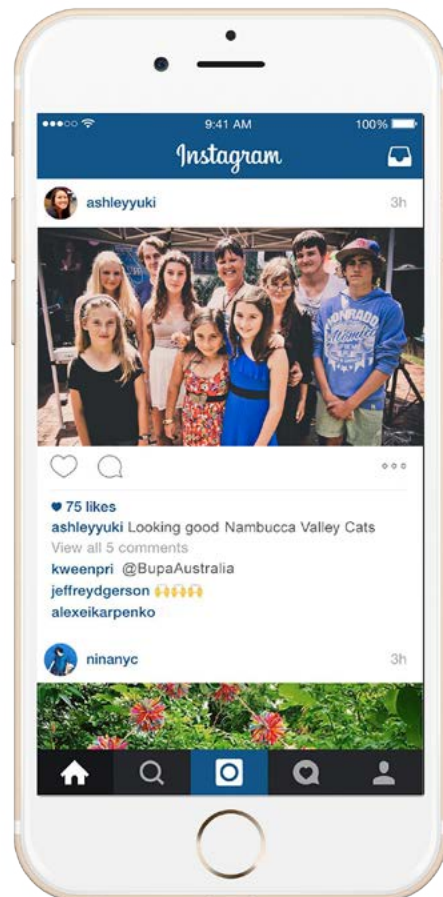


Social Media Tips

Thanks for your support of the Nambucca Valley Community Access Trial! Please find some general tips on using social media to raise awareness of and drive fundraising for this exciting project.

General tips:

- Use the #ValleyCAT hashtag across Twitter, Facebook and Instagram and encourage your friends to do the same
- 'Tag' mention Royal Far West and @BupaAustralia in your posts
- Shares details and images of any fundraising events you may be hosting or involved in
- Encourage people to donate by sharing the link to www.caringfornambuccavalleykids.gofundraise.com.au



Ideas for Posts:

- 'Behind the scenes' pictures of fundraising or community events (i.e. photos of you BBQs, launch events.)
- Thank you to supporters/local businesses who are helping to drive this exciting project
- A short 15 sec video (which can be filmed on a smartphone) of you talking about what has motivated you to support the project
- Links to media coverage of the Project



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If you don't have social media platforms or would prefer not to post them yourself, please feel free to email any photos/videos to Royal Far West Media Relations Coordinator Yatu Widders Hunt at yatuh@royalfarwest.org.au.

You can also contact Yatu on (02) 8966 8537 or 0402 678 798 to discuss any social media queries.



For enquiries

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