

# Fundraisers & Events

Thanks for wanting to fundraise for Albany Community Hospice! People like you and groups like yours are vital to helping us provide services free of charge to the Great Southern region.

Albany Community Hospice has been providing palliative care services to the Great Southern region for more than 30 years and we rely heavily on community groups, clubs and individuals to help raise funds for our community run hospice.

Our community supporters are a key part of our efforts to continue to provide these services free of charge to the community and we want to provide you with this pack to help you run the best possible fundraising events and activities.



## Fundraising Ideas

Organising a fundraiser is a great way to connect with your community and have fun at the same time. Here are some fun fundraising ideas that might inspire you:

- Hold an ugly shirt day at your work and ask for a donation from colleagues to join in.
- Organise a Quiz Night at your local community centre or club. You can sell tickets for the event and include raffles or silent auctions to raise extra money for Hospice.
- Enter a fun run, walk, or bike ride event and have family, friends and colleagues sponsor you.
- Undertake a personal challenge and get sponsorship. This could be weight loss, hair dye/shave, give up chocolate or learn a new skill.
- Hold a Valentines, Easter or Christmas fair selling crafts, cakes, cards and home made gifts.
- Coordinate a second-hand fashion parade and sale – get together with friends and donate clothing that isn't wanted anymore, price the items, hold a fashion parade and sell them to the highest bidder.



## Why support the delivery of palliative care?

### To ensure the availability of specialist care

Working with GP's and palliative care teams, Hospice creates specialised care plans to support each guest's individual needs. Hospice also provides psychological, emotional and spiritual support to guests, families and carers.

### To improve quality of life for the vulnerable and the people who care for them

Effect real change for people at the end of their lives and those living with chronic illness in a very tangible and meaningful way.

### To show your commitment to your community

Becoming a supporter of Albany Community Hospice provides a unique opportunity to demonstrate commitment to the health and welfare of the Great Southern region and its local communities.

# Event Checklist

## ✓ Planning your event

- You should allow at least 6-8 weeks to plan your event
- As a general rule, the larger and more high profile the event, the earlier planning should commence.
- Things you should discuss and decide on in this stage include:
  - General concept and format for the event
  - Where and when will your event be held?
  - Who will attend and what are the minimum and maximum number of guests you need to attend?
  - How much will it cost to put on the event? Do you need to source sponsors or donations?
  - How much do you want to raise? How will people contribute? Ticket sales? Donations?
  - Confirm your venue is available and make any bookings
  - Consider what you'll need to set up for the event and clean up afterwards – remember to allow time for this.

## ✓ Invitations and spreading the word about your event

- The Guest List**
  - Write a list of everyone you would like to attend – remember to include any special or VIP guests
  - How will your invitation be delivered? Email? Hard copy? Social media?
- RSVP's**
  - Do you need to collect RSVPs? If so – who will keep track of them?
  - When do you need to know the minimum number of attendees? Remember to allow time for reminders or another round of invitations if numbers are too low
- The Invitation**
  - What is the overall theme of your event?
  - How can you best reflect your theme in the invitation? What images or wording can you use?
  - What information do you need to provide to your guests:
    - Overall description of the event – main topic, theme, entertainment, guest speakers etc.
    - Time, date and venue details
    - RSVP details
    - Other information such as venue location, parking or public transport information
    - Remember to send the details for your event to [communications@albanyhospice.org.au](mailto:communications@albanyhospice.org.au) at Albany Community Hospice so we can include it on our News and Events page on the website
- Social Media**
  - Create an event or fundraising page on Facebook and share with your friends and networks
  - Invite your friends and networks to the event or to participate in the fundraising
  - Remember to tag Albany Community Hospice so we can also see your posts
- Publicity**
  - Contact the local newspaper and radio and see if they are interested in covering the event.



## ✓ Preparing for the event

- Write out a run sheet of how the event will unfold – what time will key things happen? Who is responsible for set up, clean up, key actions throughout the event
- Send reminders and confirmations to attendees letting them know your event is coming up. Include any reminders about things they need to bring or any preparation they might need to do before the event
- Confirm with the venue about the time and process to gain access to set up, what catering (if any) is required and when it will arrive etc.
- Decide if you need decorations for the venue such as flowers, balloons, tableware etc.
- Ensure any speakers or hosts know what they need to do and when. Make sure speakers know how long they need to speak for, what (if any) audio visual support might they need?



### Online Resources

- **Canva ([www.canva.com](http://www.canva.com))** - free online graphic design tool for flyers and social media posts
- **Go Fund Me ([www.gofundme.com](http://www.gofundme.com))** - create fundraising campaigns and collect donations with this free and easy to use website.
- **EVENTBRITE ([www.eventbrite.com.au](http://www.eventbrite.com.au))** - Create ticketed events using this popular ticketing platform.

## ✓ The event

- This is very much depends upon the format for your event
- Make sure that you have enough support for example with welcoming people, directing them around the venue (if needed), serving food and drinks etc. The support required is obviously dependant on the size of the event.
- Test any audio visual (particularly microphones and presentations) prior to guests arriving
- If you're collecting donations – make sure you have collection tins and signage in visible places withing the venue
- Enjoy!



## ✓ After the event

- Send thank you notes / messages to all those who helped you with your event
- Make sure you remember to send the money raised to Albany Community Hospice! You can donate here: [albanyhospice.org.au/ways-to-donate/](http://albanyhospice.org.au/ways-to-donate/) or EFT Transfer: **BSB 086-518 Acc 60 467 001 291**
- If your event is an annual one – don't forget to set the date for next year and let people know when it will be.



### Have Questions?

For further information and visit [www.albanyhospice.org.au](http://www.albanyhospice.org.au) or contact our Communications and Engagement Coordinator on (08) 9892 2456 or email [communications@albanyhospice.org.au](mailto:communications@albanyhospice.org.au)