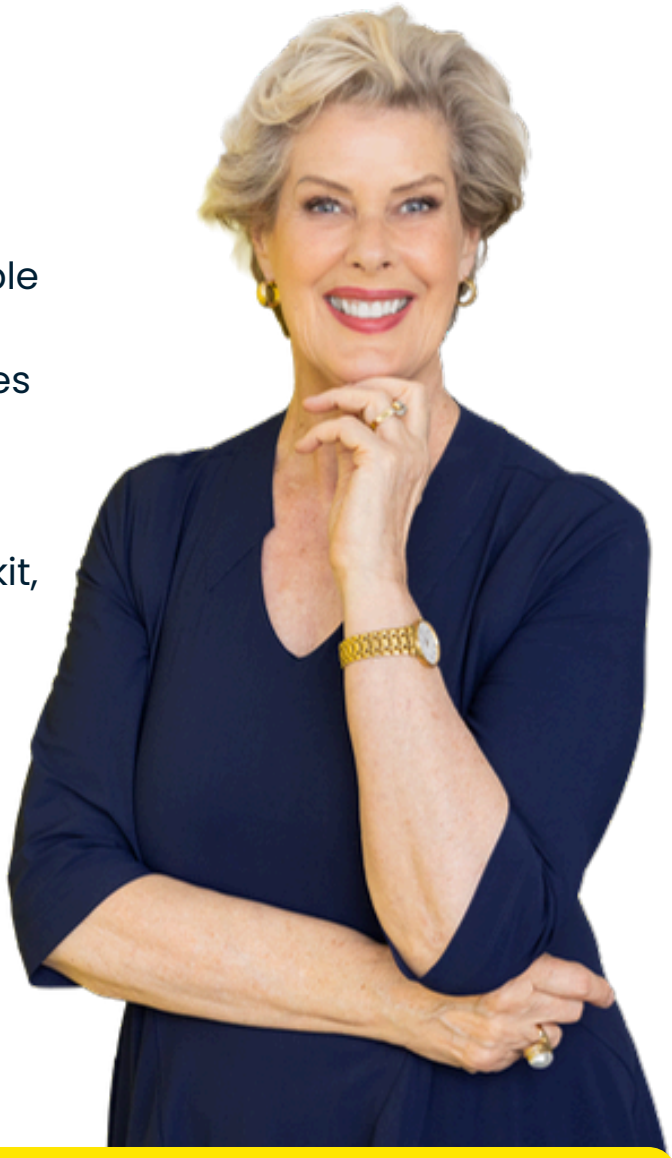
Camp Quality

FUNDRAISING TOOLKIT



WELCOME!

Thank you for becoming a Camp Quality 'fun-raiser' and helping us make life brighter for kids facing cancer. We can't do it without you.



Whether your fundraising idea is simple and straightforward or something a little more ambitious, your effort makes a real difference.

We've gathered everything you need to get started in this Fundraising Toolkit, with tips, ideas and resources to help you plan, promote and celebrate your fundraiser.

Bring your family, friends and community along for the ride – together, you can turn fun into something meaningful.

Let's get started!

WHAT'S INSIDE

PAGE 3 GETTING STARTED

PAGE 4 HOW YOUR FUNDRAISING MAKES A DIFFERENCE

PAGE 5 TOOLS

PAGE 6 TOP TIPS

PAGE 8 INSPIRATION AND IDEAS

PAGE 10 THE FINE PRINT

GETTING STARTED

When you fundraise for Camp Quality we make it easy! Our dedicated Fundraising team is there to support you every step of the way. Here's how it works...



1. HAVE A GREAT IDEA

Fundraising should be fun. Big, small, silly, sporty or sweet, set your date and register at fundraise.campquality.org.au. Need inspiration? Borrow one of our tried-and-true event ideas.



2. ASK FOR HELP

Our friendly fundraising team is here to help. We will get in touch, answer your questions and provide you with your Authority to Fundraise. We create your fundraising page and provide everything to make your fundraiser a success. We are here to support you every step.



3. SPREAD THE WORD

Get your community involved. The Camp Quality team can also provide you with templates and branded resources including social media tiles to help you promote your event.



4. BRING JOY

Sit back and smile knowing the money you raise directly helps kids and their family's facing cancer.

HOW YOUR FUNDRAISING MAKES A DIFFERENCE

The money you raise will fund Camp Quality programs that make life brighter for kids facing cancer and help families get life back on track and begin to heal from the trauma of cancer.

Camp Quality Camps, Family Fun Days and Family Getaways offer kids facing cancer a dose of fun and adventure and opportunities for families to make happy, new memories.

They are opportunities for kids to just be kids again, for parents to find a community of people who truly understand what they are going through, and for families to begin to heal from the trauma of cancer.

Your support funds the Cancer Education Program, the Camp Quality Puppets and cancer information in language kids understand. It funds bedside support, including Child Life Therapy, and other initiatives for kids in hospital.

HERE'S SOME EXAMPLES:



$500

helps give a family with a child in palliative care, precious and lasting memories by providing a professional family photo shoot.



$1,478

helps a family reconnect and create precious, positive memories together after months in hospital with 5 days at one of Camp Quality's Family Getaways.



$66,550

helps give a family with a child in palliative care, precious and lasting memories by providing a professional family photo shoot.

TOOLS

WHAT YOU WILL GET FROM CAMP QUALITY

1. FREE SUPPORTERS' KIT





2. PERSONALISED FUNDRAISING PAGE

3. DOWNLOADABLE SOCIAL MEDIA TILES





4. DOWNLOADABLE POSTER TEMPLATES

TOP TIPS

FOR RAISING AS MUCH FUN AS POSSIBLE



1. CREATE A PLAN

Make a realistic fundraising goal and a plan of when and how you would like to achieve it. Recruit key stakeholders like volunteers, suppliers, sponsors and participants. And don't be afraid to ask suppliers or venues for a discounted deal – many local businesses are very happy to support a great cause.



2. SPREAD THE WORD

Promote your fundraising activity. Social media is a really powerful tool to spread the word far and wide. 'Old school' poster and flyer drops at local businesses and community facilities are also a great way to spread awareness of your activity. We can provide you with templates and branded resources for this – just check out our website.



3. SHARE YOUR WHY

Do you have a personal connection to Camp Quality? Or a reason you chose to become a Camp Quality 'Fun Raiser'? Share it with your network so they understand why their support is important.



4. GIVE YOUR EVENT A BOOST

If you are planning on running an event like a golf day or hosting a high tea, consider incorporating a raffle, auction, or collection at the event. Participants love to get involved and this will boost your fundraising total.



5. SAY THANK YOU

Sharing the success and outcomes of your fundraising activity and personally thanking your supporters is a great way to finish off your fundraising and encourage others to support you in the future.



6. COLLECT DONATIONS AND DEPOSIT FUNDS

Don't be shy – if someone promised to donate and they haven't yet, follow them up with a quick message. If any cash was collected throughout your fundraising journey, ensure all funds are deposited into your fundraising account within 30 days of your event.

NEED HELP?

Reach out to our Community Fundraising team for support at:
communityfundraising@campquality.org.au

INSPIRATION AND IDEAS

Here are some tried and true fundraising ideas you can launch in your community to make supporting Camp Quality easy and fun.



1. PUSH-UP CHALLENGE

Ask friends, family or put the call out in the workplace to join in or donate. You can share a video of yourself doing push-ups on social media and tag them.



2. TRIVIA OR GAMES NIGHT

Get a group of mates together and host a trivia night – where teams pay to play. Offer a prize to the winning team. We can help, ask us how.



3. MOVIE NIGHT

Host a screening party and attendees can donate what they would have spent on a cinema ticket and popcorn.



4. SHAVE YOUR HAIR

People love to watch a makeover, especially when it's for a good cause! Ask friends and family to sponsor your haircut, shave or hair design and post a video of the event online.



5. HOST A GOLF DAY

Invite friends, colleagues and local club members for a charity round and raise money while having fun.



6. COOK UP A BAKE SALE

Set up a bake sale at your workplace or school with proceeds going to Camp Quality. Ask your colleagues or schoolmates to get involved.

7. GIGGLE DAY (SCHOOLS & ELCS)

Grab our ready-to-go Giggle Day fundraising pack, complete with teaching resources, event templates, newsletter inserts and activities for the kids.



8. PERSONAL CHALLENGE

Set yourself a personal challenge. Give up chocolate for six months? Run a marathon? Learn a new skill? Anything that would be a challenge to you. Then have your friends and family support you by donating to your cause.



9. DONATE YOUR DAY

Take your birthday, wedding, anniversary, or any special occasion as an opportunity to ask friends, family or colleagues to donate to help Camp Quality in lieu of gifts. You'll feel good, and they'll feel good knowing that they have helped bring smiles to the faces of kids who need them most!



10. WORK IT

Corporate Christmas parties, work events, summer BBQs with fun and games or even better, water balloon the bosses! Have workmates vote for which member of the exec team gets smashed with water balloons. All in the name of a good cause, of course.



11. 100 CLUB

A 100 club is a private lottery that's simple to set up and run. 100 tickets are available (hence the name) but you can vary the number to suit the size of your audience.

Players (friends, family, colleagues) pay a fixed amount for their number (or numbers), and a percentage of the profits then makes up the prize, with the remainder going to Camp Quality.

THE FINE PRINT



While Camp Quality is here to support you with your fundraising efforts, the planning and organisation of your event is your responsibility.

Camp Quality will receive the funds raised from your event but can't be involved in organising it. We're unable to source prizes, entertainment, venues, or media and publicity.

At all times, before, during and after your fundraising activity, you must always conduct yourself with decency, dignity, and good taste and in a manner that does not harm or diminish Camp Quality's good name in the community.

Fundraisers must be aware that when they represent Camp Quality the following behaviour is NOT acceptable:

* **Behaviour that threatens or endangers others**
* **Use of illicit drugs, any types of 'substance abuse' or intoxication**
* **Use of inappropriate language**

STATE FUNDRAISING REQUIREMENTS

It is your responsibility to obtain any necessary permits or licences for your fundraising activity, and to review fundraising regulations within your state authority, particularly if you are a registered business organising a raffle or auction.

You can find links to all the relevant legislation on the Camp Quality website campquality.org.au and our Community Fundraising team are on standby to help answer any questions.

INSURANCE

In some cases, you will require insurance cover for yourself and event attendees. Camp Quality cannot provide public liability insurance for fundraising events organised by a third party.

We recommend you consider appropriate insurance to cover your fundraising initiative to protect property, participants and the public.

SAFETY FIRST

At Camp Quality, the wellbeing of our community is paramount. All events supporting Camp Quality must be planned with community safety as the number one priority. In some cases, we may ask you to complete a Risk Assessment, it's just our way of making sure every detail is considered so your event is safe for everyone involved.

USE OF CAMP QUALITY'S BRAND

* LOGO

It's important to remember that your fundraising event is raising funds for Camp Quality but is not a Camp Quality run event.





Recommended wording for events is 'Proudly supporting Camp Quality.' Camp Quality can also provide you with copies of the 'Proudly Supporting' logo to use at your events. The logo cannot be altered in any way.



* MARKETING MATERIALS APPROVAL

Any marketing materials must be submitted to your Community Fundraising Coordinator for approval. Approval is usually given within a day in most cases and we're always happy to provide you with ideas.

THANK YOU!

GET IN TOUCH WITH OUR COMMUNITY FUNDRAISING TEAM ANY TIME.

Call: 1300 662 267
Email: communityfundraising@campquality.org.au
Website: fundraise.campquality.org.au

