



# FUNDRAISING TOOLKIT





# Welcome to your Motocyc 4 Kids Fundraising Toolkit!

Fundraisers are the life blood of Camp Quality. We celebrate their innovation, imagination and sheer determination!

We know you're into personal challenges, fun, laughter and celebration - so get your friends and family involved in your amazing journey along the way!! What a better way to raise funds for Camp Quality, to help make laughter the best medicine and give kids facing cancer the chance to be kids again.

In this document we've put together all the important information on how to fundraise and give you tips and ideas to reach your fundraising goal.

Everything you need to help you take the first step!

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# Why your fundraising makes a difference...

Camp Quality gives kids facing cancer the chance to be kids again.

Our services and programs are made specifically to help children 0-13 who are dealing with their own diagnosis, or the diagnosis of someone they love, like a brother, sister, mum or dad. We are there for them through the daily ups and downs of cancer, providing opportunities to laugh, make friends and have new adventures.

By creating positive memories, Camp Quality helps change the cancer story for kids and their families: in-hospital, at home, at school and away from it all.

Our belief in the proven principles of positive psychology forms the foundations of everything we do. We believe laughter is the best medicine. Laughter and optimism are essential to help our kids and their families not only cope but thrive.

We passionately believe in celebrating life, fun, optimism and hope, and we're glad you do too!



# Let's get started!

## YOU can do it!

Camp Quality's fundraising A-team have put together some ideas for you, with a can do attitude you can do anything!

As a guide, here are some popular fundraising strategies to do at home, school or your workplace.

### Easy "giggle" ideas

- Mufti days – Who doesn't love a casual Friday? Hold a regular day at your school or workplace and charge those who join in. You can theme the mufti day too, make it silly socks, hats, ties, sunnies, etc day. Or dress up as your favourite movie star!
- Morning or Afternoon Tea – invite your friends and family, organise for your school or workplace! Charge an entry fee and have entrants donate a plate of food.
- Pancake brekkie or sausage sizzle lunch – hold at your home, workplace or school and charge a fee per item consumed. Try and get your local super-market, butcher, to donate items to keep your expenses as low as possible!
- Sweepstakes or tipping competitions – hold competitions on who you think will win this year's gold Logie, Oscar or Melbourne Cup! Even a simple 100 Club competition is a great tool to fundraise.
- Hold a Garage or Book Sale – Someone's trash is another person's treasure! De-clutter your house and raise funds for Camp Quality at the same time! Ask your friends and colleagues to join in too, maybe they have a few items that could add to the sale?
- Guessing Competition – fill up a jar with lollies, marbles, or anything you can get your hands on! Charge each person per guess and have a nice prize for the person who guesses the closest without going over....PLUS they get the jar with the goodies!
- Colouring In Competition – hold a competition with school friends or work colleagues.
- Shave / Colour / Spray your hair – have people sponsor you to change your hair, maybe auction off the first shave, or first dab of colour to the highest bidder.
- Walking Club – organise a weekly walking club with friends or work colleagues and have participants make a donation per week



# Events & other great ideas!

## Create a **BIG LAUGH**, make em' smile

- Comedy or movie night.
- Sporting knockout event – get your work colleagues together for a sports knockout competition with some touch footy, cricket, soccer or netball. Each participant is charged a fee with all donations going to Camp Quality.
- Baby photo guessing competition – get your friends or work colleagues to bring in their cute baby photos and charge an entry fee. The winner gets a prize.
- A monthly 'fun therapy' lunch – bring a dish to share.
- The peg game - attach a peg to someone's clothing without them knowing; pass it around the office for a week - the person with the peg at the end of the week organises morning tea, supplied by everyone at the office.
- Karaoke night – organise a night with family, friends or work colleagues and see who has talent!
- Ten Pin Bowling/ Barefoot Bowling – Bowl your friends and work colleagues over with a friendly game at the bowling alley or club.
- Virtual Challenges & Competitions – Don't want to leave the house? Want to release your inner-geek? Organise a Game day or tournament on your Wii, Playstation or Xbox.
- Cake Sale – It's a bake-off! Bake a few cakes or slices and sell them at your school, workplace or to your friends. Get as many people involved as possible.
- Raffle / Auction – organise prizes for a raffle or auction to have at your school or workplace. Ask your local businesses to support you with prize donations.
- Treasure Hunt/Amazing race – organise a treasure hunt or an amazing race event at your school or workplace.
- Cookie Dough - organise a cookie dough drive or lamington drive.

# More Event ideas, from the experts

- Children's Fun Day - arrange activities and entertainment for your work colleagues to bring their children along and charge a fee for each child who participates.
- Bingo night - Instead of numbers it could be happy/positive words to link in with Camp Quality!
- Cinema Screening - approach your local cinema and see if they will hold a preview screening of a new release movie for Camp Quality.
- Cocktail party
- Performance - contact your local arts centre, drama group or school to organise a charity performance where all proceeds raised are donated to Camp Quality
- Sportsman's dinners, lunch, or family BBQ

## Trivia & Theme Nights

### Fun & Festive!

- Decide on a theme for your trivia night or dinner
- Think about where and when you want to have your event
- Invite along your friends, family and work colleagues
- If you are holding a trivia night, start thinking up some wacky questions
- Call Camp Quality to get a set of trivia questions

# Golf Days

## A HOLE lot of fun!

**Entry Fees** – Try to only earn a small amount off each person for their entry fees on top of what the golf course charges

**Hole sponsors (Advertisers)** – You will want to get a sponsor/advertiser for each of the 18 holes, as well as the practice green.

**Programme guide Advertising** – If you have a programme booklet for the day, look to get companies to advertise in it.

**Special Guest** – Organise a sports celebrity, local celebrity, golfer, or an expert involved in what your cause is about. Find someone who will draw people to play in your Golf day and that will make it even more enjoyable!

### On Course Games

- 1) Hole-in-one  
Each play is \$20 and the winner will win a car
- 2) Pro-shot – “buy a drive”  
\$40-200 for the local pro to play a shot for a team on the hardest hole  
They can get him to drive from ladies tee, men’s tee, blind folded
- 3) Dummy-shot  
\$10 for a team of their choice to have a bad golfer play a shot for them
- 4) Cheat book  
\$5 you can buy a cheat book which entitles you to x cheat shots.  
For example – get out of bunker free, replacement putt & replacement drive.
- 5) Putting Competitions  
These can be for free  
Putt with an odd implement (cricket bat/pool cue/giggle head on)  
Team with the 3 balls nearest to the pin  
Putting on their knees with a pool cue – “Eddy Charlton putt”
- 6) Giggle Putt  
\$10 - 3 shots at the giggle mouth  
Winner gets a prize

# Your 1000K's 4 Kids Fundraising Page

## A PLACE to send your supporters...

By now, you would have set up a Motocyc fundraising page, which is a great way to make it easy for your supporters to make donations and track your progress. It allows you to share your success, engage with social media and recognise your sponsors.

When you registered for this event, you will have automatically created a Supporter Page; this is where the magic happens.

### Here you can:

- **Tell your story** - Give you supporters a run-down of why you're joining Motocyc 4 Kids; what are your challenges and motivations and why it's worth their while to support your efforts.
- **Give thanks** - You can tailor the messages in the emails that are sent to anyone that donates to your page.
- **Share your success on social media** - The more people that see your amazing fundraising efforts; the more support you can get!
- **Share photos** - You can share photos and videos on your page so that people can share the experience and the challenges with you as your journey progresses throughout the year.
- **See you team-mate's progress** - Keep an eye of your fellow-riders and see how they're tracking and cheer each other on!

### Find out more...

If you want to find out more about getting the most from your supporter page or have any questions, please contact us.



# What we can help you with

## We're HERE for you

### **Brochures & Promotional Material**

Camp Quality can send you brochures, bookmarks, balloons, Giggle-confetti and tattoos. We also have Camp Quality banners which can be loaned for activities or events.

### **Collection Buckets**

Buckets are a great way to raise money at your event. Simply display them in a prominent and secure location for people to drop in their spare change.

### **Volunteer Badges**

Some activities will involve direct face to face collection. Camp Quality will need to issue volunteer badges displaying the authority details which must be worn by all collectors. Collectors' details will be registered and badges must be returned to Camp Quality at the end of your activity or event.

### **Raffle Books**

Camp Quality no longer have raffle tickets and therefore can not provide them to fundraisers.

These can be purchased at Coles, Woolworths or Officeworks.

### **Expenses at Your Fundraiser**

If your event incurs expenses, as a requirement, you must provide Camp Quality with a budget of expenses prior to the fundraising event.

You can deduct your necessary expenses from the proceeds of your fundraising activity, however total expenses should not exceed 40% of total earnings, and you must let Camp Quality know if you will do this prior to the event. For an easy way to check, ask us for a copy of our budget template.

# And a **LITTLE** bit more...

## Logo & Logo Usage Guidelines

Detailed guidelines for our logo and its usage will be provided to you if you require. Please remember any usage of our logo will require Camp Quality approval. We have a logo specifically for our supporters; so just ask!

Our logo represents our brand, so it's very important that you follow the rules of its use carefully. Please make sure that you use the correct logo for your requirements.

## Naming your Event

Camp Quality's name cannot be used as part of your event name; however you may say that funds raised are to be donated to Camp Quality.

## Camp Quality Representatives

If you would like a Camp Quality representative to attend your event or activity, please let us know as early as possible.

**If you have any questions, or need anything at all  
- just get in touch!**

**Camp Quality Newcastle - 3/22 John Street | PO Box 545, Warners Bay  
Ph: 0249473041 | Email: [newcastle@campquality.org.au](mailto:newcastle@campquality.org.au)**





One last thing....

# Thank You!



**Without amazing, generous people like you - Camp Quality wouldn't be able to run our life-changing programs.**

Where a cancer diagnosis disrupts a childhood our services and programs are designed to bring moments of joy, laughter and friendship back into their everyday lives; and we can't thank you enough!

