

# REACH

## FUNDRAISING HANDBOOK

# REACH

**Thank you for your interest in fundraising for Reach. Your generous support will empower every young person to reach their potential and thrive.**



# WELCOME TO THE REACH COMMUNITY



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**“I could be more open about my feelings and learn more about others around me”**

- Year 7 female



# HOW YOUR SUPPORT MAKES A DIFFERENCE

## GENERATIONS OF CONFIDENT, SELF-AWARE AND PASSIONATE YOUNG PEOPLE

Our workshops are 100% led by young people. They design it and deliver it and they're armed with the kind of insight only a young person can truly grasp.

Reach runs thousands of personal development workshops for tens-of-thousands of young Australians each year.

Across all of them – here's what they reported in 2018:

**83%** felt more confident

**81%** felt more determined to pursue their goals

**80%** felt more connected those around them

**76%** understood themselves better



# GETTING STARTED

# REACH

**Step 1.** Complete and sign the [Fundraising Registration Form](#) and email it back to us.

**Step 2.** We will send you a Letter of Authority to confirm that we have received your details and have approved your fundraising activity.

## Step 3. WHAT

Decide what type of fundraising activity you would like to organise and determine what is required to host this activity.

The Reach team will be here to support you in creating the best plan for your event, so be sure to call us when you are ready to get started

### Bangin' tip!

For some great ideas on what you can do we have a heap of ideas on the next page!

## Step 4. WHO

- Decide who you are going to invite
- Invite family and friends (or the whole village!)
- Spread the word using email, social media, local media or houseparty!

### Bangin' tip!

Knowing your target attendees will help you promote your event to the right people

## Step 5. WHEN

Planning the right date for your event will be very important to its success

- Give yourself enough time to plan and promote the event
- Make sure your fundraiser doesn't clash with other events in your state's calendar such as large sporting events or public holidays
- Check local community forums for other events that may be scheduled

### Bangin' tip!

You could hold your event as part of a special day like [Australia Day](#) or a footy finals fundraiser.

## Step 6. WHERE

Choosing a suitable location is a key part of your planning

- If you need a venue, explore local options and work out the best price. Venues will often wave hire costs for charity events
- Make sure the location suits your event requirements such as number of guests, location, parking or other requirements such as audio visual
- Remember, you may need other permits from authorities and to take out insurance

Please refer back to your fundraising guidelines or contact Reach for advice. We are here to help



# DIFFERENT WAYS TO FUNDRAISE IN ISO


**NETFLIX**

## Movie Night

Jump on Netflix Party and host a movie night. Charge a reduced admission and be the host with the most


**Houseparty**

## House Party

Host your own soiree and charge entry to your very own online night club!


**TRIVIA NIGHT**

## Trivia Night

Gather your whits and let the battle royale of minds begin. Sure to bring a smile and Laugh amongst your friends.


**COMEDY**

## Stand up comedy Night

Write and perform a 5-minute stand- up routine. Remember: whether it's at you or with you, laughter is still the best medicine



## Dinner Party

Choose the theme and gather your nearest and dearest to the best restaurant in town, 'Le Zoom'



## Virtual Fun Run/ Fitness Challenge

Set your challenge level (maybe run a marathon in your backyard!) and start fundraising on everyday hero.



## Karaoke

Warm up the lungs, start gathering the playlist and get ready for a night of cracking



## Host a Masterclass

Do a wine/ coffee tasting or share a skill with your colleagues or friends.



## Staff Morning Tea

Bake and present your best goods. Give an award to the Best in home baker!



## Drag Bingo

Hire a Drag Queen to run a fabulous and funny Bingo Night!

# OTHER WAYS TO FUNDRAISE

## Online

We encourage all our fundraisers to set up an online fundraising page as a simple and convenient way to raise money. It's easy to create a special webpage accessible to everyone so you can accept donations and messages of support. The best part is those who may miss out on attending your event can still contribute online – and you can reach more people with your fundraising message.



- In just minutes you can build your own support page which has a unique web link that you can send to your networks  
Each donation is recorded on your page, along with any messages of support from your donors
- All your donors who give above \$2 will get an automatic tax-deductible receipt
- Take a photo and post it on your fundraising page.  
Research shows that people will feel more connected to you and your cause
- Explain why you're fundraising. Research found that 80% of those who personalised their fundraising page reached their target
- Donate to yourself. Research shows people tend to match the amounts already donated
- Donations are sometimes received after the event is over, so don't stop your fundraising efforts

## At Work

You may like to consider holding a fundraising event at work with colleagues such as morning tea or barbeque. Getting your workplace to match dollar for dollar the amount you have raised is a great way to reach your fundraising goal.

## In Celebration

Birthdays, weddings, or other special occasions are a great time to fundraise by asking for donations in lieu of presents.  
Contact Reach to find out more.



# SPREADING THE WORD

## **Publicising your event**

One of the most important elements of a successful fundraising event is ensuring people know about it. The best place to start

is your personal network by encouraging family, friends and colleagues to support the event.

Start spreading the word early using word of mouth, email or social media, and encourage others to do the same

If you are planning an event in your local community you may wish to promote it using posters and flyers

Promotional material can be displayed in shops, local businesses and on community notice boards to raise awareness of your event

## **Media releases**

You may wish to get in touch with local media about your event. Getting local exposure for your event can really give your fundraising efforts a big boost. Generally, a good media story will involve a local angle, interesting facts and figures, a human-interest story that readers

can identify with and a good photo opportunity. Local newspapers are often more than happy to include a charity fundraising event in their community listings.

## **Generating 'buzz'**

- Be persistent — contact your local radio and TV station and don't feel shy about ringing your local journalists to check they've heard about your event
- Be ready on the big day — be sure to take photographs and use these for a story after the event
- Always include the link to an online fundraising giving page on any printed material

## **Social media**

Social media is a really effective way of spreading information to a wide audience.

If you Tweet, or post on Facebook about your event please remember to @thereachfoundation so we can see your posts, reply and comment.

If you are on Instagram, don't forget to tag @thereachfoundation.

Reach's Facebook page is a national one, so although we would love to promote your fundraiser, we generally are unable to due to our national audience. However, from time to time we are able to promote unique events on Facebook, so please check to see if it is a possibility.

Please remember all uses of our logo on promotional material and media releases need to be approved by Reach prior to distribution. When promoting your event refer back to our fundraising guidelines or contact Reach for additional advice.



# HOW TO COMMUNICATE ABOUT REACH

## How to communicate about Reach

Here are some suggestions for how to describe Reach and the services we provide, with your friends, family or even the local media

- Since 1994, Reach has been running youth-led workshops to get people talking, so they can find their voice and own it. There are currently over four-million young people living in Australia and Reach proudly works with over 40,000 of them a year.
- Reach's mission is to create generations of confident, self-aware and passionate young people
- The Reach Foundation creates new beliefs, connections and possibilities for all young people.
- Group Workshops 100% led by an engaging group of 15-25 year old's that we call 'Crew'.

### What we are not

- We do not speak of our participants as disadvantaged young people. Growing up comes with its struggles for all young people. Reach is there to support them to become self-aware, create connections and share what's really going on for them





# DONATING YOUR FUNDS

Congratulations on getting to the final stages of your fundraising event! Collecting donations and tying up loose ends can be challenging, but it is important that you send all funds raised within two weeks of your event. There are two ways to send your funds to Reach:

## 1. By Direct Deposit

- Contact Reach for relevant bank details on 9412 0900 or email [glen.christie1@reach.org.au](mailto:glen.christie1@reach.org.au)
- Deposit directly to the Reach Bank account
- Reference the deposit with your event name and your name, eg. 'JOHNS MOVIE NIGHT'

## 2. By Post

Send cheques made payable to 'The Reach Foundation' for the attention of:  
Community Fundraising Manager  
152-156 Wellington St,  
Collingwood, 3066

Remember it is not safe to send cash in the post. If you receive cash, you should deposit it in your bank and send Reach a personal cheque, bank cheque or money order for the amount. You could also drop into an office to give cash. You **MUST** then include this information in your wrap up form and balance sheet.

## *tax-deductible donations*

Only direct donations over \$2 to Reach are tax-deductible for a business or individual. Monies contributed via your event sponsors, ticket sales or prizes draws are not applicable as they are receiving something in return. If you would like a tax receipt for any of your donors, please complete the donation form on page 3 with their name, contact details and the amount of the contribution. We will send the receipts directly to your donors once the money has been received by Reach. If you are unsure what makes a donation tax-deductible, please contact us on 9412 0900) or [fundraising@reach.org.au](mailto:fundraising@reach.org.au)

If you are unsure how to appropriately thank your supporters contact Reach for some tips. We can also provide a thank you certificate to send to your key sponsors: it's a lovely way to recognise their generous contribution.

## Bangin' tip!

Don't forget to contact your donors or sponsors with a personal call, letter or email thanking them for their contribution.

# REACH



# POST EVENT CHECKLIST

## LIT! YOU DID IT! CONGRATS



**I have remembered to:**

- ☐ Deposit the funds raised to Reach.
- ☐ Thank all my supporters.
- ☐ Return all Reach fundraising material (please specify what items these were) and my authority to fundraise.
- ☐ Complete the income and expenses sheet and donation form if required (found at end of this booklet).
- ☐ Email any photos or press clippings to [fundraising@reach.org.au](mailto:fundraising@reach.org.au)

**Was your event a success?**

Please let us know your inspirational stories and highlights. We would love to hear from you on how you found the experience and perhaps use your story and photo in our publications or website to say a big thank you and inspire others like you.

*How did you raise money at your event?*

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*Do you have any feedback or suggestions on the fundraising booklet or support from Reach?*

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**Would you like to fundraise for The Reach Foundation again Y / N**

**I am interested to find out more on how I can support The Reach Foundation. I would like to:**

- ☐ Find out how my workplace can support The Reach Foundation
- ☐ Attend an event
- ☐ Become a regular giver





# FUNDRAISING BUDGET

List your proposed expenditure and income on this template or attach your proposed budget for the event.  
(Please note Reach is not liable for covering expenses for your fundraiser)

Income Description	Income (\$)

Expenditure Description	Expenditure (\$)

# TAX-DEDUCTIBLE DONATIONS FORM

For an official Reach receipt to be issued for a donation please provide the following details and return to Reach. Donations of \$2 and over are tax deductible.



**REACH**

ABN 87 069 837 627  
The Reach Foundation  
[reach.org.au](http://reach.org.au)