



COMMUNITY FUNDRAISING

# User Guide

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## CONTACT DETAILS

If you require any further information regarding community fundraising for Telethon please contact:

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Once you have decided how you would like to fundraise for Telethon, please download our terms and conditions and registration form here:

<http://telethon.7perth.com.au/index.php/how-you-can-help/hold-a-fundraiser>

Thank you so much for your support.

## Introduction

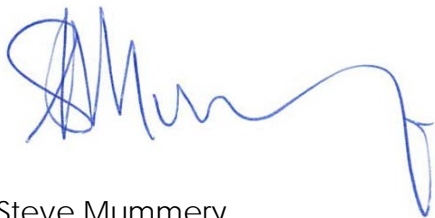
On behalf of the Channel 7 Telethon Trust, thank you for your interest in fundraising for Telethon.

Generous individuals and community groups such as schools, sporting teams, and clubs as well as local businesses play an important role in Telethon's fundraising throughout the year. In 2014, our community fundraisers raised nearly \$400,000 that contributed to the final Telethon tally board of over \$25.2million.

Aside from the financial assistance you offer to the kids of WA, fundraising for Telethon is also a rewarding way to get involved in your community or to build morale and friendships at your workplace.

This document has been put together to point you in the right direction if you are a first time fundraiser, highlighting some important factors you will need to consider along the way. It will also help you understand Telethon's terms and conditions for community fundraising.

Good luck with your fundraising adventure and thanks for doing it for Telethon!



Steve Mummery  
CEO | Telethon



## What is Telethon?

In 2015, Telethon will be held on 17 & 18 October at the Perth Convention and Exhibition Centre.

The Channel 7 Telethon Trust is a registered charity with a philosophy that financially supports the medical and social welfare of children and young people and fund research into children's diseases. Since its inception, Telethon has raised over \$179 million!

Throughout the year, Telethon partners with many of Perth's leading organisations, to hold numerous fundraising events and projects. Some of the iconic Telethon events and projects include *The Telethon Home*, *Lexus Telethon Ball*, *Kids Carnival*, *Mega Bingo* and many more. A new range of events and projects are established for Telethon each year.

The 26 hour broadcast of Telethon is televised on Channel 7 across Perth and on the Golden West Network throughout the rest of Western Australia (Australia's largest state). Seven Network personalities and leading Australian musicians and performers make their way to Perth, donating their time to take part in the weekend. It's a celebration of the dedication and commitment that thousands of West Australians have in supporting Telethon each year.

Such a significant event would not be possible without the support of international and national artists in the music, television and film industry who are invited each year to participate in the Telethon Weekend. Over the years Telethon has hosted some of the world's biggest celebrities; Harry Connick Jnr, Celine Dion, Sammy Davis Jnr, Whitney Houston, Hugh Jackman, Michael Jackson, Julian Lennon, Tina Turner, Stevie Wonder, Def Leppard along with Australia's leading musicians, performers and actors.

### **WHERE DOES THE MONEY GO?**

Telethon supports and grants funding to two major beneficiaries each year; Telethon Kids Institute and Princess Margaret Hospital for Children. The Telethon Speech and Hearing Centre is another significant beneficiary along with other charitable organisations, who receive funding from Telethon. The grants are utilised for the purchase of new medical equipment, aids and devices, undertaking medical research into children's diseases, establishing new facilities, provision of counselling and support services for children and young people.

## Fundraising for Telethon

There are lots of ways you can raise funds for Telethon. Your idea can be as creative as you want it to be, the options are endless! It's really about working out what the people in your community or at your work would get behind and be passionate about.

### NEED IDEAS?

- o Hold a quiz or karaoke night;
- o Host a picnic performance – eg. Jazz/Opera in your local park;
- o Take part in a walk-a-thon, marathon or bike ride or organise a sporting day or event – like a day at the races or barefoot bowls;
- o Organise a Christmas, Valentines or fancy dress ball or dinner;
- o Organise a sports tournament playing cricket, golf, tennis etc;
- o Host an auction of items that would be a “once in a lifetime” opportunity Eg: have your name used as a character in a novel; kick the footy to Nic Naitanui; bowl a cricket ball to Steve Waugh. Someone in every community knows someone famous - ask around and see who you can get to be part of your event;
- o Organise a river/harbour cruise or a fashion parade;
- o Organise a cultural event or food festival;
- o Hold an exhibition/auction of art or hand painted designs by local personalities;
- o Hold a raffle on a monthly basis;
- o Host a car rally;
- o Give a donation to Telethon instead of corporate gifts at Christmas;
- o Reduce your workplace paper and stationary usage and ask your employer to donate the amount saved;
- o Talk to your employer about a Payroll Contribution Scheme;
- o Create a promotion where your company donates a percentage or dollar amount from certain products sold during a certain time. Or create a voucher booklet to encourage return business donating a certain amount from each booklet sold;
- o Some people also choose to give donations in lieu of wedding gifts, anniversary or birthday gifts or in memory of someone special (particularly at Christmas, Mother's Day and Father's Day);

If you already have an idea please review our terms and conditions and complete a registration form: <http://telethon.7perth.com.au/index.php/how-you-can-help/hold-a-fundraiser>



# Maximising Your Fundraising Potential

## USING THE TELETHON LOGO

Telethon is well known brand in WA so once you have been authorised to fundraise for Telethon you will receive the Telethon Community Fundraiser logo which can be included in your marketing materials. When you use the Telethon logo you will need to have it approved by the Telethon office before you print or publish your flyers, posters, tickets, website etc.

## ONLINE DONATIONS

Making donations online is convenient for you and your donors, reducing the need to handle cash, cheques and also generating receipts automatically. You can set up an event page through [www.everydayhero.com.au](http://www.everydayhero.com.au) and nominate Telethon as your charity. Then you will be able to forward your unique webpage link to all your friends and family via email or by posting it on facebook/twitter. Please let the Telethon office know if you set up an Everyday Hero account.

## MATCHED GIVING / SPONSORSHIPS

Some companies will offer matched giving for any funds raised - so if you are running the community fundraiser at your work consider asking your employer if the company would be willing to match any funds raised by staff. Also try asking local businesses if they would be willing to sponsor your event. If they can see their company will gain good exposure they may be willing to come on board with a cash or in-kind sponsorship.

## TELETHON DONATION BUCKETS

Telethon is happy to supply official Telethon-branded donation buckets to have at your event or to place at busy areas of your work, club, school etc. These are numbered and registered specifically to your fundraiser. Please note that Telethon can't approve or endorse door-to-door or public street collections.

## TELETHON RECEIPT BOOKS

If you think you will be collecting cash donations (that is when the donor has not received a material benefit in return for payment) it might be worthwhile to request an official Telethon receipt book. Any donation over \$2 can be claimed as a tax deduction. Mentioning that any donation over \$2 is a tax deduction might be an incentive for prospective donors. The following are not donations and can not be claimed as a tax deduction: raffle tickets, event entry tickets, auction items, etc.

## OTHER WAYS OF MAXIMISING YOUR FUNDRAISING

Creating add-ons to your event can increase your revenue. If your event involves an interesting guest speaker or celebrity, guests could pay to have their photo taken with them and get it autographed; you could hold a raffle or silent auction at your event; or you could have a volunteer do kids face-painting for a gold coin donation.

## Promoting Your Event

### **PUBLICITY**

Publicity for your fundraising event can be very important, as it attracts support from different areas within the community. Organising publicity is not too difficult, but it does take some time and planning to ensure it is done in the most effective way.

We have limited resources at Telethon, so we appreciate any effort you are able to make to publicise your upcoming event. We are happy to provide guidance and advice to ensure that your publicity is as effective as possible.

There are many ways of promoting your fundraising event including:

- o School newsletters;
- o Facebook and other social networking sites;
- o Shopping centre noticeboards or shop window displays;
- o Websites;
- o Community Radio;
- o Your local Community Newspaper;


Perhaps think of a catchy name for your event or use an eye-catching photo or picture with your publicity to get people talking about your event. Remember that there are lots of people trying to get our attention through advertising and promotion so it's important to make your event stand out from the pack.

Try giving people something that will jog their memory about the event, such as a flyer or invitation. Use your imagination to think of different ways of catching people's attention such as handing out helium balloons at your local shopping centre or printing flyers on paper in different colours or shapes.

If you are producing a poster to publicise your event, make sure the information contained on it is brief, punchy and accurate. Don't mix more than two fonts or typefaces on your poster and make sure the information is clear, well-spaced and easy to read. Consider approaching a printer to see if they can do a special deal for you in exchange for having a credit on your poster. Make sure you get a reliable group of people to distribute the posters. Don't display them too early or too late – around four to six weeks prior to your event should be suitable.

Don't be afraid to ask people to help you in promoting your event. Often shops and schools will be happy to promote an event when they know that the money raised will be given to a good cause. Another good approach is to ask a local personality to help promote your event. This may be the local Mayor, local publican, an entertainer or sportsman. Having the help of someone like this will draw more attention to your event and will present many more publicity opportunities.

These days the quickest way to get the message around is by creating an event on your facebook page and inviting all of your friends to it. Remember though that you must get Telethon's permission if you are going to use our logo in any way whatsoever.



If you are speaking to the media or circulating a media release, make sure you don't make any statements without running it past the Telethon office first.

Target your media outlets, like local community papers and community radio, and concentrate your efforts on the ones relevant to your audience. Once you have sent your release to a media outlet, make sure you follow up with a phone call. If they would like more information about Telethon please direct them to our Marketing & Communications Manager, on 9344 0754.

### **A PICTURE SPEAKS A THOUSAND WORDS**

Remember to take lots of photos of your event to use for future promotion. Your local newspaper may appreciate a photograph and details of your event to use in print. Although this kind of promotion is done after the event, so it will not attract people to attend, it will still publicise your special fundraising efforts and may inspire other people to organise similar activities for charity.

It is also important to take photographs if you are planning to organise future events. If you can show people how successful your last event was they might be keen to help promote your next event. You can also use photographs when approaching businesses for sponsorship or when asking them to donate goods, services or prizes for your next event.

### **TELETHON CAN ASSIST IN PROMOTING YOUR COMMUNITY FUNDRAISER**

Telethon can help by posting an image, blurb, weblink etc to our facebook page which has over 90,000 Likes. Ask our Fundraising Manager if this can be done. Please note: Around Telethon time it's not always possible to promote community fundraisers on Facebook due to the promotion of the Telethon Weekend.

Due to the high demand on Channel 7 air-time throughout the year, we are not able to arrange Community Service Announcements for community fundraisers. We are also unable to provide live crosses / celebrity appearances on the Telethon weekend for community fundraising events. Very few community fundraisers will be allocated a spot on air during the Telethon weekend broadcast to present their cheque or donation.





## Considerations

### WHEN

It's a good idea to consider school and public holidays and also any other big events in Perth or in your local community at that time. You also need to give yourself enough lead time to make sure you have organised it properly but not too much that your community / work / school loses interest! Work backwards from the event, planning in key dates and deadlines, to determine whether it's feasible to hold your event on the dates you are considering.

This year Telethon will be held on 17 & 18 October. If you are considering holding your event on the Telethon Weekend, please keep in mind that there are quite a few events held over this weekend and therefore the attention on each one is significantly diminished. On the other hand, there is a buzz created in Perth by Telethon over that weekend which you can use to leverage further interest in your event.

### LEGAL

Telethon is obliged to approve and authorise all fundraising activities held on its behalf. Please make sure you only begin your fundraising once you have received an authorisation letter from Telethon. The authorisation letter will only be sent to after you have read and agreed to the terms and conditions and filled in a registration form. You can find those here: <http://telethon.7perth.com.au/index.php/how-you-can-help/hold-a-fundraiser>

Telethon must have funds totalled and returned within 14 days of the event to comply with the Charitable Collections Act, so please ensure you are able to reconcile your income and expenses within this time frame. Make sure you consider and take out any necessary insurance for your fundraising activity as you will not be covered under any Channel 7 Telethon policy. It is important to have public liability cover if you are holding an event where members of the public will be attending. You can organise this through an insurance broker. If your event requires a large infrastructure set-up make sure your suppliers are trustworthy and that they have their own insurance coverage.

If you are running a raffle or selling alcohol you will need to get the correct license from the Department for Racing, Gaming and Liquor – please check out their website before planning your event <http://www.rgl.wa.gov.au/>. If you hold a raffle, make sure you keep all your ticket stubs and take down all the details of the prize winner as Department for Racing, Gaming and Liquor may request these for an audit.

If you are holding an event in public or on property that you do not own you will need permission from the property owner or council. If you are preparing and selling food you will also need a license from your local council.



## **EVENT SAFETY AND COMFORT**

If you are holding a large event you need to make every effort to make sure your guests are safe. Mark out emergency exits with clear signage, if you are having a lot of people attending you may also need to hire some crowd controllers and consider First Aid support from St John's Ambulance. Make sure staff/volunteers know where all of these are located also and map out contingency plans in case of bad weather if you are holding your event outdoors. Consider whether your venue has enough parking for the amount of people attending. If not, you may want to advise your guests about public transport options.

## Budgeting

Before you start your fundraising, it's essential you estimate all your expenses and income and make sure you have a big enough margin to finish in the black! Once you have begun organising your fundraiser, it's extremely important monitor your costs closely at each step of the way, otherwise you will find they creep up and end up out of control and you don't make as much money as you had hoped for. We've supplied a sample budget for your perusal.

REVENUE				
ITEM	PRICE PER ITEM	HOW MANY YOU WILL SELL	BUDEGTED TOTAL \$	ACTUAL TOTAL \$
Tickets				
Merchandise				
<b>TOTAL 'A'</b>			\$	\$

EXPENSES			
ITEM	SUPPLIER	BUDGETED TOTAL \$	ACTUAL TOTAL \$
Venue Hire			
Infrastructure			
AV Equipment			
Staff			
Design & Printing			
Signage			
Petrol & Parking			
Refreshments			
<b>Sub Total</b>			
<b>Contingency (10% of Sub Total)</b>			
<b>TOTAL 'B'</b>		\$	\$

TOTALS			
BUDGETED REVENUE 'A'	\$	ACTUAL REVENUE 'A'	\$
MINUS BUDEGTED EXPENSES 'B'	\$	MINUS ACTUAL EXPENSES 'B'	\$
<b>NET BUDGETED FUNDS TO TELETHON</b>	\$	<b>NET ACTUAL FUNDS TO TELETHON</b>	\$



## Other Ways to Get Involved

Running a community fundraiser can be a big commitment. If you are not able to commit the time and resources to running your own fundraising activity, there are other ways you can help out Telethon:

1. Register as a Telethon volunteer by filling in the form on the following webpage. You will then be sent emails about upcoming volunteering opportunities at Telethon events:  
<http://telethon.7perth.com.au/index.php/how-you-can-help/volunteer>
2. Attend a Telethon event - there are a variety of events held throughout the year that support Telethon. Information on them can be found on the Telethon website:  
<http://telethon.7perth.com.au/index.php/diary>
3. Place official Telethon Donation Buckets at your work or school. Fill out the Community Fundraising Registration Form and send to the Telethon Office and we will be able to prepare some official buckets for you to collect from Channel 7 / The West Australian Newspapers security :  
<http://telethon.7perth.com.au/index.php/how-you-can-help/hold-a-fundraiser>
4. If you're a café and offer Babycino's, why not join our Babycino's for Bambino's campaign. Your café can donate a portion of each sale of a Babycino to Telethon OR the whole amount! For more information, contact the Telethon Office and we can arrange your special Babycino's for Bambino's Bucket and marketing materials.