



Community Fundraising

Help Fred's work live on!

Part 4: Resources

This resource pack provides you with a number of sample templates that may be useful in the course of your fundraising. You can request any of these documents in Word format from The Foundation for your use, or simply use these as a guide to write your own.

Remember, all references to The Foundation in each piece of promotional material, including text and images must be submitted to The Foundation for approval before publication or distribution.

- Sample Event Checklist
- Sample Event Running Sheet
- Sample Invitation
- Sample Poster – coming soon!
- Sample Sponsorship Letter
- Sample Press Release
- Request for Receipts
- Fundraising Budget Template
- Sample Thank you letter
- Credit Card Donation Form
- Information on Poverty and Blindness

Sample Event Checklist

Event	
Date	
Time	
Location	

PLANNING	Who	When	Deadline
Set up planning team			
Decide on event theme			
Write budget			
Prepare written strategy – who, what, why, when, how?			
Plan evaluation strategy			

GUEST SPEAKERS	Who	When	Complete
Confirm MC			
Confirm guest speaker(s) or MC			
Brief speaker			
Provide speech notes – if required			
Provide copy of running order			

INVITATIONS	Who	When	Complete
Finalise invitation design			
Prepare guest list			
Organise RSVP arrangements			
Print invitations			
Mail out invitations			
Finalise guest list and numbers			
Prepare name tags – if required			

PRIZES AND DONATIONS	Who	When	Complete
Prepare letter to send to potential sponsors			
Allocate team of people to follow up			
Collect prizes			
Record businesses and individuals who make financial or in-kind contributions			
Prepare auction or raffle procedures			
Allocate staff duties at event			
Record names of all sponsors and donors			

VENUE	Who	When	Complete
Choose and book venue			
Organise catering			
Confirm menu (and service times)			
Finalise table layout			
Prepare seating arrangements			
Organise table for registration			
Confirm VIP car parking			
Organise water for guest speakers			
Book photographer / video			
Check toilet facilities			
Organise power to site			
Determine car parking facilities for other guests			

SIGNAGE	Who	When	Complete
Prepare stage display			
Organise lectern sign			
Prepare foyer display			
Arrange other display material			
Finalise directional signage			
Create street signage			

MEDIA	Who	When	Complete
Write media release			
Prepare media kit			
Send media release to FHF for approval			
Send press release to local paper and arrange photo and interview time			

AT EVENT	Who	When	Complete
Prepare running sheet			
Distribute running sheet to organising team, guest speakers, venue manager and caterer			
Prepare biography of guest speakers and provide to MC			
Allocate roles and responsibilities for team: <ul style="list-style-type: none"> • Registration table • Auction items • Display area 			

<ul style="list-style-type: none"> • Meet and greet • Collecting money • VIP meet and greet 			
Allocate seating for VIP and guest speakers			
Acknowledge sponsors			

INFORMATION MATERIALS	Who	When	Complete
Organise table numbers			
Print place cards			
Organise table display or information			
Finalise show bags or other giveaway material			

FOLLOW UP	Who	When	Complete
Prepare thank you letters - guest speakers, VIP's, sponsors and venue			
Send thank you letters			
Send money to FHF. Remember to quote your fundraiser ID number			

Sample Running Sheet

Function name _____

Date	(Function date)
Time	(Start and finish times)
Location	(Include address and phone number)
VIP's	(Include VIP's position and organisation)
Special mentions	(Include sponsors - name, company and contribution, organising committee members and anyone else who has provided assistance)
Key contacts	(Include phone numbers of event coordinator and organising committee, venue contact and caterer)

RUNNING ORDER

Time	Action	Responsibility
(Be specific)	(What needs to happen)	(Who is responsible)

Sample Invitation

<Date>

<Title><First Name><Surname>

<Position>

<Organisation>

<Address Line 1>

<Address Line 2>

<SUBURB><STATE><POSTCODE>

Dear <First Name>,

I would like to invite you to join me at <event name/fundraising activity>. <This year/month/winter> I am fundraising for The Fred Hollows Foundation, and would love you to show your support by attending.

The Fred Hollows Foundation works for a world where no one is needlessly blind, and where Indigenous Australians enjoy the same health and life expectancy as other Australians. Through this event, I hope to help Fred's work live on; to help restore sight, dignity and independence to those blinded by poverty alone.

Example

Event Name

Date: Tuesday 26 May 2009

Time: 6:30pm – 9:00pm

Venue: Community Hall, 12 ABC Street, Sydney 2000

RSVP: by Tuesday 12 May 2009 to myname@hotmail.com or (02) 9123 4567

Price: \$50 per person

There will be an <auction/raffle/competition/game> on the night. Sight can be restored for as little as \$25 in some developing countries, so keep this in mind and be prepared to dig deep! I will be able to accept donations via cash, credit card, cheque or money order <or online by visiting my website if applicable>.

Thank you in advance for your support and I look forward to seeing you on the night - together we can make a difference the world can see!

Kind Regards,

<Insert your name and sign>

<Insert your Fundraiser ID>

For more information on The Fred Hollows Foundation please visit www.hollows.org.au

Sample Poster

COMING SOON!

Sample Sponsorship Letter

<Date>

<Title><First Name><Surname>

<Position>

<Organisation>

<Address Line 1>

<Address Line 2>

<SUBURB><STATE><POSTCODE>

Dear <Title><First Name><Surname>,

I have recently taken on the challenge to raise money for The Fred Hollows Foundation.

I plan to undertake <insert event/activity and any relevant details>.

For example:

I am a blind marathon swimmer and to raise money I am undertaking two major swims:

- 1. Sunday, 30 July 2006 - Manly Wharf to the Sydney Harbour Bridge / return (//km)*
- 2. Thursday, 14 September 2006 - Catalina Island to Los Angeles in the Untied States of America (33km)*

The Foundation is inspired by the work of the late Professor Fred Hollows (1929-1993). Fred was a great eye doctor, a skilled surgeon of international renown and a social justice campaigner who championed the right of all people to be able to access high quality, yet affordable eye care, and good health.

Through The Foundation's work, it now costs as little as \$25 to restore sight to a person who is needlessly blind from cataracts in some developing countries. By sponsoring my <insert event/activity> you could help one, two, three... ten people and give them back the opportunity to live a rewarding and dignified life.

This is my opportunity to challenge myself and make a real difference! All donations are tax deductible and I will endeavour to keep you informed of my progress. For more information you can visit my website <insert web address if applicable>.

To make a donation, please call <number>, email me at <email> or complete the attached credit card contribution form. This can be sent/faxed directly to The Foundation or returned to me. For more information about The Foundation please visit www.hollows.org.au

I understand that you may often get requests for support, so any help you can give on this occasion would be greatly appreciated!

Yours in an effort to make a difference,

<insert your name and sign>

<insert your Fundraiser ID>

Sample Press Release

<INSERT DAY MONTH, YEAR >

<Local Youth/Student/Businessman/Resident Helping the World to See>

Local *youth/resident/etc*, <your name>, has taken on the challenge of fundraising to help The Fred Hollows Foundation restore sight and improve the life chances and choices of Indigenous Australians.

Paragraph about your particular event

<Your name> is holding a community bbq/movie night/market stall on 16 October 2009 at the Community Hall in Enfield, Sydney to kick start his/her fundraising. <Your name> said s/he was very interested in The Foundation's work and was excited about the opportunity to raise money to support such a good cause.

"The aim is of course to raise much needed funds, but also to raise awareness about The Foundation's work in over 18 developing countries, and here in Australia's outback", <your name> said.

"It's easy to be inspired raising funds for The Fred Hollows Foundation when you consider that in some developing countries, you can restore sight for as little as \$25. It doesn't cost much to change a life and that's powerful stuff."

<Your name> said <s/he> had received a lot of support from the local community for <his/her> fundraising activities. So far <s/he> has raised <\$xxx> but hopes to reach <his/he>r target of <\$xxx> by the end of <July/financial year/the year>.

If you're interested in supporting <your name>'s fundraising efforts for The Fred Hollows Foundation, please contact <him/her> on <insert your phone number and email>.

For more information on The Fred Hollows Foundation and fundraising visit www.hollows.org.au or call 1800 352 352.

ENDS

For further information or to arrange an interview contact:

<INSERT CONTACT NAME>

<INSERT CONTACT'S POSITION>

Tel: <INSERT CONTACT'S WORK AND MOBILE NUMBER>

Email: <INSERT CONTACT'S EMAIL ADDRESS>

Fundraising Budget Template

This form is for your records only and is a template only. We recommend you use a Microsoft Excel Spreadsheet to keep track of the funds you raise on behalf of The Foundation. Please request our more detailed Excel template if you require it.

Fundraiser name:

Fundraiser ID number:

	\$ e.g.	\$ Your Event/Activity
Planned Costs		
Venue Hire	200.00	
AV Equipment	100.00	
MC	100.00	
Catering	200.00	
Printing of poster	150.00	
Raffle prizes	60.00	
Total planned costs	810.00	
Planned Income		
55 tickets at \$25 each	1,375.00	
Donations	500.00	
Raffle 100 tickets @ \$2	200.00	
Total planned income	2,075.00	
Planned PROFIT	1,265.00	
Planned costs as % of planned income	0.39	
Costs must not exceed 40% of what you raise		

Sample Thank you letter

<Date>

<Title><First Name><Surname>

<Position>

<Organisation>

<Address Line 1>

<Address Line 2>

<SUBURB><STATE><POSTCODE>

Dear <Title><First Name><Surname>,

I am writing to thank you for your support of my fundraising efforts for The Fred Hollows Foundation. I am very proud to report that I raised <\$insert amount> through my <insert activity/event>.

Through the generosity of people like you, The Foundation has worked with organisations around the world to restore sight to over one million people since its establishment in 1992. Your support will ensure The Foundation can continue to restore sight, dignity and independence to those blinded by poverty alone.

On behalf of The Fred Hollows Foundation and every person who will benefit from your support – thank you! Together we are making a difference the world can see.

Should you require any further information about The Foundation, please do not hesitate to contact me, or visit www.hollows.org.au.

Kind Regards,

<insert your name and sign>

<insert your Fundraiser ID>