



Community Fundraising Tips

Some simple ideas to help your fundraising activity get started and stand out from the crowd!

- **Plan Ahead**

Start thinking about your fundraising event at least four weeks in advance (even earlier for the super organised!). Get as many people as possible involved to help you decide which type of activity will work best for you.

- **Know Your Stuff**

Make sure you know about Diabetes WA, and the issue of diabetes, to answer any questions that people might have. For more information visit the website at www.diabeteswa.com.au.

- **Set a Target**

Give yourself something to strive for! Let participants know what their donations will be contributed towards and how much you need to raise. Provide regular updates throughout the activity to inform all participants how close you are to achieving your goal. Don't forget to mention that donations over \$2.00 are tax-deductible!

- **Spread the Word**

Tell as many people as possible about what you are doing. This not only helps to reach your fundraising target but also raises the profile about the issue of diabetes within your local community. Your local paper is a great place to start.

- **Maximise the Opportunity**

Consider combining two fundraising activities at the same time. For example, if you are planning a casual dress day, why not host a morning tea as well?

- **Get a Sponsor**

Ask some of your clients or suppliers to get involved by sponsoring your event. Sponsorship can be of goods (ie. food for a morning tea) or money. Their contribution doesn't have to be huge but it's a great way to kick off your fundraising endeavours!

- **Put Out The Challenge**

Get other groups or schools in your area involved in the fight against diabetes. Challenge them to come up with their own event and see who can raise the most money on the day. It's rivalry with a fundraising twist!

If you need some further tips in regards to organising your fundraising activity for Diabetes WA please contact a member of the Fundraising Team on (08) 9325 7699 or email jodie.cartwright@diabeteswa.com.au.