

AIFA Fundraising Toolkit

Whether it's cycling, running, or something a little less adventurous, you can fundraise, motivate and inspire your friends, family, neighbours and colleagues to donate to AIFA. If your goal is to raise \$100 or \$10,000, we would love to hear from you! You will make a difference by helping us achieve our mission to improve the health and quality of life of people living with allergy and other immune diseases through medical research.

Be creative! Here are some simple tips and tricks to help you on your way to becoming a fundraising hero.

- **Mufti days**
Hold a regular mufti day at school or work and ask for a gold coin donation from those who join in.
- **Sweepstakes or tipping competitions**
Hold competitions on who you think will win a national or local sporting event.
- **Hold a garage or book Sale**
Declutter your house and raise funds at the same time. Why not make it a neighbourhood event?
- **Shave or colour your hair** and have people sponsor you.
- **Get active**
Get a group of friends together and hold a sponsored bike ride or swim.



Getting started

Now that you've decided you want to fundraise for AIFA, do you want to join an existing fundraising event, or create your own event?

Join an existing community event

Even during a pandemic, there are many great virtual running, cycling and swimming events out there that make great platforms for fundraising.

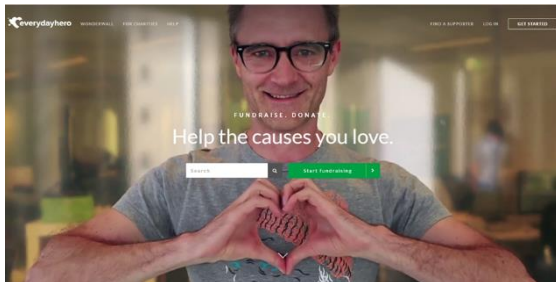
Create your own fundraising event

If you'd like to create your own fundraising event to raise funds for AIFA - a garage sale, mufti day expedition, or any other creative idea, please download and complete a Fundraising Proposal Form or just email us at foundation@allergy.org.au. We will issue you with an authority to fundraise and you'll be on your way to making a positive difference to people impacted by allergies and other immune diseases.

Note: if you are fundraising online through a fundraising website like Everyday Hero or Go Fundraise, your authority to fundraise is handled by the online fundraising website.

Set up an online fundraising page

One of the most popular ways to collect sponsorship or donations is via the Go Fundraise or Everyday Hero websites, setting up a page is simple and allows your contacts to donate directly to the cause by following your unique URL.



You can make the most of your online fundraising page by following these simple steps:

- Personalise your page and be creative. Add photos and a message to engage your supporters, tell a story as to what has motivated you to fundraise for our cause
- Keep your supporters up to date with your event and fundraising efforts, post pictures, share your blog, link your page with your Facebook account.
- Email everyone in your address book with details of your fundraising page and encourage them to pass it on.
- Send a personal thank you email to your supporters to inspire them to spread the word to their friends.
- Change your email signature to include a link to your fundraising page so each email raises awareness and could prompt a donation.
- Keep fundraising after the event. 20% of donations come in after people have completed the event so keep going for at least a month
- Make sure you **share your achievements** with your supporters.

Make a plan

- Get an idea of costs involved (keep a record of all expenses and income)
- Look at dates and check what else is on locally or if the school holidays might impact the event?
- Who will you approach to attend the event?
- Do you have a contingency plan? For example, if it rains, do you need shelter?
- Write a checklist of tasks and why not ask family, friends or colleagues to help, it can be fun working together as team and you can assign jobs so you don't have to do it all yourself.

Set yourself a target

Think about how much you want to raise, be realistic but ambitious. It's a great motivator to give people a sense of what you want to achieve and will help you plan and budget.



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Keep it legal and safe

- Complete a proposal form and we'll issue you with an authority to fundraise to comply with state legislation.
- Health and safety is all about common sense, make sure you follow any procedures or guidelines set out by your venue. Don't be afraid to ask if you are unsure how to use the equipment or you think there is a potential risk.
- Under 18? Make sure that you check with your parents or guardians that it is ok for you to take part in or organise an event.
- If your event involves selling, live music or dance, you may require a licence, so check with the local council first.
- Public collections may require additional permissions, please check with the local council in advance.

Promote your event

Use as many channels as possible to promote your fundraising event. Social media provides the logical place to start.



A few suggestions ...

- Create an event on Facebook for your fundraiser and invite friends and family to support it by attending! You can also update your Facebook status with a link to your Facebook event or fundraising page.
- Ask your friends and family to share or to post a status update about your fundraising page to reach even more people.
- Become friends with AIFA on Facebook and tag us in any posts related to your event. This will allow us to share with our other supporters.
- Get creative and make a video of yourself training for your event to upload on YouTube.
- Share your fundraiser on Twitter and ask your followers to retweet your message. Tag us in your tweets @aifa_news
- Create an email signature for all emails you send or create an email for friends and family to send on your behalf.
- Place flyers in your local shops and cafes and local community boards.
- Use local council or local newspapers online 'what's on' calendars for free events listings.
- Get your workplace involved, ask your employer if they will dollar-match what you raise. Use your company intranet or newsletter to get the word out there.

Logo Use

If you wish to use our logo on any promotional materials, you must get approval from AIFA. Email us at foundation@allergy.org.au

Insurance

Your event will not be covered by AIFA's public liability insurance. If you are planning an event, please contact the appropriate insurance provider for advice.

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AIFA is an initiative of ASCIA, the peak professional body of clinical immunology and allergy specialists in Australia and New Zealand. ASCIA and AIFA are registered with the Australian Charities and Not For Profit Commission.

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Email: foundation@allergy.org.au



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Enjoy the day

After all the hard work, enjoy the event. You deserve it!

Bank the money you raise

Once your fundraising activity is over and you've celebrated your success, thanked your supporters and collected your money, please send us the total amount that you've raised so we can put it toward a carefully selected research project. If you fundraised online this is all taken care of for you.

You can deposit your funds in the following ways:

1. Direct Deposit

Account Name: AIFA

BSB: 012-330

Account Number: 3820-93838

2. Via credit card on our website <http://www.allergyimmunology.org.au/donate>

Thank everyone

Thanking everyone involved is a really important way to make people feel good. We can help you with you certificates and tax receipts, just ask us for advice.

Tell us about it!

We love to hear from our supporters after the event. Send us your photos and stories so we can use these to help inspire other fundraisers through our community newsletter and Facebook page.

Your name, group or community's name will be posted perpetually on the Supporters page of our website.

Thank you for choosing to raise funds for AIFA.