



FUNDRAISING HANDBOOK

How to raise money
for causes that matter.

For support with your fundraiser,
contact us at
info@possumportraits.org



PART 1

**COMMUNITY
FUNDRAISING**

I want to fundraise for Possum Portraits.

Where do I start?

The first step is to decide what sort of a fundraiser you would like to host, and how you will raise money with your idea or event. This guide will give you plenty of ideas!

Once you know what you want to do, register your event at possumportraits.org/register-your-event

As a community fundraiser you will require an "Authority to Fundraise" letter from us before you host your event to comply with fundraising regulations.

All we need from you are some details about your planned fundraiser and we'll do the rest!

We will assist you throughout the entire process to make sure your fundraiser is a roaring success.

Community Fundraising: The Step by Step Process

1. **Brainstorm your fundraiser type** (Bake sale? Run-a-thon? Silent auction? Appeal? Online or offline?)
2. **Decide how much money you want to raise and most importantly, how you will raise it** (Ticket sales to an event? Donations? Selling lemonade?)
3. **Register your event on our website to obtain your Authority to Fundraise before starting** (go to possumportraits.org/register-your-event)
4. **With your Authority Letter granted, it's time to get cracking!** (promote your fundraiser on and offline to get more traction and raise more funds)
5. **Carry out your fundraiser.** (If you have requested pamphlets or posters from us, these will be sent to you prior to your event.)
6. **When your fundraiser is complete, fill out the 'Income and Expenses' spreadsheet**, which you will have received with your Authority Letter. You will also need to hand in your expense receipts.
7. **Bank your profit from the fundraiser within 14 days of your event concluding.**
8. **Receive a Certificate of Gratitude from Possum Portraits** and display it proudly in your home!

Event Types

How do I actually raise money with a fundraiser?

Level: Easy

Garage Sale

Have a clean out and sell what you no longer need or want. Friends and family may be glad to join in. Then donate your profits!

Coin Box Collection

Place a Possum Portraits coin box at your school, office reception, cafe or fundraising event.

Give It Up

Give something up for a month & donate your savings! This could be your daily take-away coffee or the fuel you save by riding your bike to work.

BBQ

Invite friends and family over for a backyard bbq and play fundraising games like doing dares, placing bets on who can drink more Fanta and competitions like arm wrestling.

* Raffles are subject to State Laws & Gaming Regulations. Please check what they are & follow them closely.

Level: Medium

Challenge

Challenge yourself to do something, like cutting your hair off or training to run a half marathon. Before you do, get friends and family to sponsor you to do it. Donate what you collect!

Raffle

Collect donated items from friends and local businesses and sell your raffle tickets at school, your workplace or at an event. *

Silent Auction

Collect donated prizes and ask colleagues, friends and family to bid on the items - either online through a site like bidbeacon.com or at your own fundraising event.

Bake Sale

Bake, bake, bake and sell your treats at your pop-up driveway Cafe!

Theme Day

Host a crazy hair, tie or outfit day at school or work and get participants to donate.

Level: Dedicated

Live or Silent Auction

Collect donated prizes & host an event at which people bid on the items. You can also sell tickets to this event to increase profit!

Brunch

Host a morning tea or brunch at home or at a venue and either integrate fundraising activities like a raffle or collect donations.

Gala Evening or Ball

A formal, high-profile event can raise money through ticket sales as well as auctions on the night. Try to get your venue donated to save on expenses. This is an event type suited to corporate sponsors or to community groups with quite a few or very dedicated volunteers.

Trivia Night

A fun way to raise funds as a community or business. Organise a host and a local venue & charge for tickets.



Event Checklist

Create an event plan so you don't miss important steps as you go.

Checklist

- Decide on a **fundraising goal**
- Create a budget.** This means listing all your expected expenses.
- Identify **who** you will raise money from - this is your target audience
- Decide **how** you will reach this audience. Posters? A mailout?
- Decide **how** you will raise money. Ticket sales? Voluntary donations?
- Set a date & time** for your event. Bear in mind things like weather.
- Find a venue** and pay a hire fee, or ideally get the venue to donate its space for free.
- Get any **insurance** you'll need for the event.
- Develop a **timeline** - create individual tasks in order & assign deadlines and volunteers to each.
- Source sponsors**, like businesses, to donate prizes or in-kind goods and services (i.e. free venue, etc.)
- Email the **proposed promotion materials** to Possum Portraits and obtain approval to use our logo.
- Send out a media release** to local newspapers & radio stations to tell them about your fundraiser. (If you get called up for an interview, please let us know before it's scheduled)
- Promote your event** on various channels, online and offline.
- Carry out your event**, collecting money from sales and donations. Record these to be accountable.
- Calculate your profit** - subtract your expenses from your earnings
- Email us your **Income & Expenses** spreadsheet + photos!
- Deposit your profit** into Possum Portraits' account within 14 days.
- Follow up:** *Thank* your sponsors, volunteers and donors!!
- Receive a **Certificate of Gratitude**

Tricks of the Trade

Here are some useful pointers to help you get your head around the logistics.

Your Fundraising Goal

The amount you choose as your goal should be what you hope to make as profit: meaning the amount you net once you deduct your expenses.

Your Budget

Include any costs you think you will incur. See how much this comes to, then add 12% of this total on top as contingency. Include costs for insurance, equipment or venue rental, entertainment, catering, materials, utilities, security, advertisement, PR & anything relevant to your event type.

Your Audience

Who will you try and raise money from? Is your event for the general public or for a specific group, like your local Bowls Club members, the parents of your kindergarden or your neighbourhood? Your target audience dictates how you will go about *reaching* these people, which is as important as figuring out who you will target.

Timeline and Setup

To save yourself a *lot* of headache, plan, plan, plan. This plan can be amended and adjusted later, but at least you and everyone involved will have a good idea about what the aim is and how you intend to get there at the outset. Think of logistics (e.g. if food will be served, who will do it?). Particularly bear in mind the **who** and the **how**.

Event Promotion

This is the fun part! But, to have success you will also have to think carefully about what sorts of promotional measures will reach your audience:

- Make posters & ask neighbours & shops to display them
- Send press releases to newspapers, radio stations and list your event on your local council website
- Ask volunteers to post about the event on their Socials
- Start promotion early (i.e. months in advance) and

continue to remind people with increased frequency as the event date approaches.

People are busy and will forget about your event unless you remind them - more than once or twice!

- Word-of-mouth is the key to success

Your Sponsors

Sponsors provide either cash or in-kind goods and services to cover your event expenses. The more expense items in your budget you can cover through a sponsor, the greater your profit! If you manage to get *all* your expenses covered by a sponsor, 100% of money raised at your event goes to the charity.

Sales Logistics

What is your procedure for actually selling tickets, or actually collecting donations? Will this happen online or offline or both? How exactly will people access, pay for and receive their ticket? Can people donate online, or just cash? Try humanitix.com for selling event tickets, and

try givenow.com.au to collect donations in an online fundraiser.

Run-throughs or rehearsals

Practice makes perfect. An event is almost guaranteed to have a spanner in the works somewhere along the way. You can mitigate the effects of the unforeseen by being well prepared: every staff and volunteer must know what their roles and/or locations are at any point during the event and what the itinerary is. You could have a dry run-through: in any case, preparation is key.

Acknowledgements

Be seen as ungrateful at your peril! No one likes to offer time or money and not be thanked for it appropriately. Make a point of thanking sponsors, donors & volunteers **in a timely manner** and acknowledge their contribution *during and after* the event with a thank you note - a personalised one is even better!

Records You Need to Keep

Keep your expense receipts and a donor record & you're halfway there!

Income, Expenses and other Money Matters

- Possum Portraits cannot pay any event-related expenses incurred by you on your fundraiser.
- The person authorised to fundraise is **responsible for payment of all event expenses** in relation to the fundraising activity. They will then recoup their expenses from the proceeds.
- This person must take all reasonable steps to **ensure that the expenses do not exceed 40% of gross proceeds**, or such lower percentage as required by law
- Expenses will be authorised before the event commences. At its conclusion, **only authorised expenses can be deducted from the proceeds**. The remainder needs to be banked with Possum Portraits within 14 days to the nominated bank account below:

Deposit Details

Bank: Bendigo Bank
BSB: 633 000
Account Number: 185 75 752
Name: Possum Portraits Inc
Reference: Your Authority No.

- A statement of the breakdown of income and expenditure, and **copies of receipts for all expenses, must be forwarded within 14 days** to info@possumportraits.org
- Community **fundraisers are not authorised to receive funds from their event into their personal bank account**. An account with 2 signatories must be opened for the purpose of fundraising, unless only cash will be handled.
- Once you receive an authority to raise funds for Possum Portraits, any funds raised using our name must be deposited in whole into our bank account. **Funds must not be transferred to us via bank transfer from your personal bank account.**

Keeping Donor Records

- Possum Portraits has Deductible Gift Recipient (DGR) status. This means all donations above \$2 are tax deductible for the donor.
- To be able to issue the donors who give to your fundraiser with tax deductible receipts, you must collect certain information from them and pass it on to us at the end of your fundraiser. **You need to collect their name, address, phone number and donation amount** or we cannot issue a receipt. As tax deductibility will be an incentive to donate for many people, **make sure that you collect this information**.
- Remember that **a donation is money given freely and means no goods or services were received in return**. If an entity or person has received something for money they gave you (i.e raffle tickets, auction items etc.) then this transaction is a purchase, not a donation.

Using our Name and Logo

There are some things to bear in mind in naming and promoting your event

The most important thing to bear in mind is that your fundraiser is not an official Possum Portraits event. This may sound a tad like rejection, considering you are raising money for our shared cause off your own bat!

Rest assured that community fundraisers are “unofficial” events not due to ungratefulness, but due to legal reasons. Your event is neither organised nor staffed by Possum Portraits, and so **our name cannot be part of the event title. You can however use our name in the byline**, such as *“Fiona’s Fantastic Fun Run - proudly supporting Possum Portraits”* or *“Rock ‘til you Drop: a dance off raising funds for Possum Portraits”*.

The general rule therefore is that you **need to seek permission to use our name and/or logo before you do anything with them**, and that you need to seek this permission for using these in individual aspects of your event (they can all be submitted together). Prior written approval to use our name & logo is needed for use on or in:

- printed material (such as posters, tickets, banners or flyers)
- advertisements associated with the event, incl.



- Facebook advertisements
- media or press releases
- online fundraisers or websites

Once you do obtain permission, **we will send you a high resolution logo to use on all the materials its use was approved for.**

The Fun Stuff*

Please read this section carefully before deciding whether to fundraise.

To obtain your **Authority to Fundraise**, you must fulfil certain conditions, including:

- be 18 years of age or older
- not pay anyone to fundraise on behalf of Possum Portraits
- register your event with us, so that we can assess it and issue you with an Authority.

Once your Authority is granted and you receive your **unique fundraising number**, you are considered a fundraiser. This means:

- you must follow the rules and regulations applicable in your State or Territory. This includes obtaining any licenses or approvals you may need in addition to your Authority from us.
- ensuring your event is safe and legal. This may mean purchasing **public liability insurance**, which is not difficult or costly, but very important.
- you must display your Authority Letter at your event and when seeking support (i.e. prizes)
- you are responsible for your event. Record keeping and management are the responsibility of the Authorised Fundraiser.
- you should maintain a reasonable level of communication with us and notify us of any changes to your event: significant changes may require a new Authority before proceeding.

* no really, it's not as bad as you may fear :)

Important Notes

1. Legally, your event is not an official activity of Possum Portraits. This is why your event title must not have Possum Portraits in its name. Rather, it is a personal activity to raise funds for your chosen charity. You must make it clear that you are not representing Possum Portraits. You can explain that you are generously raising funds for (not on behalf of) Possum Portraits.
2. You must not conduct door-to-door appeals, street collections or telephone requests for funds as part of your fundraising event.
3. Conducting a fundraising activity on behalf of Possum Portraits without authorisation is against the law and puts the organiser at risk of prosecution.
4. You'll be asked to sign this disclaimer: "The Fundraiser agrees to release Possum Portraits to the fullest extent permissible under law for all claims and demands of any kind, and from all liability that may arise in respect of any damage, loss or injury occurring to any person or property caused by negligence or otherwise. Possum Portraits reserves its right to terminate the agreement relating to the Event at any time if it appears that the Fundraiser is failing to adhere to any of the terms and conditions."

PART 2

**ONLINE
FUNDRAISING**

Create Your Crowdraiser

A Community Fundraiser is one option - you can also raise money online.

Community Fundraisers tend to raise more money, because **physical events galvanise participants into giving more to a cause that has become tangible.**

However, they also require more dedication, planning and bureaucracy than an online fundraiser. **If you are short on time or volunteer capacity, try online fundraising.** This involves creating a peer-to-peer fundraiser on a fundraising platform.

Possum Portraits has partnered with two of these, *GiveNow* and *mycause*.

This section of the guide will take you through setting up your peer-to-peer fundraiser (so called because you invite your peers to donate) on either of these platforms.



Crowdraise with GiveNow

It takes minutes to set up & will change the life someone living with grief.

GiveNow have developed a fundraising tool called the CrowdRaiser. **The idea is simple: set up your personalised fundraising page, invite your peers to donate and watch the money come in!**

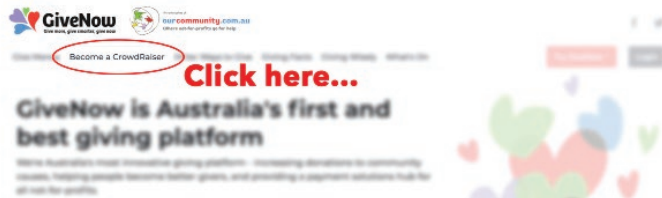
To help you set a target, it may be useful for you to know that **one Possum Portrait costs \$245 to create and ship**. As such, \$1,000 would fund portraits for 4 bereaved families in Australia and so on.

Step 1

Click [here](#) to be taken to the fundraising platform GiveNow (givenow.com.au)

Step 2

Click the menu item **"Become a CrowdRaiser"**



Step 3

Personalise your fundraising page and select Possum Portraits from the dropdown menu as the Cause you want to fundraise for. Set an end date for your campaign.

Time-sensitive campaign type

Step 4

Ask your peers - family, friends, colleagues, neighbours, local businesses - to donate to your campaign. **Make your call-to-action resonate: say why this cause is important to you and the effect the donor will achieve with their donation.**

Step 5

When the time limit is up, GiveNow will automatically transfer the funds you received to Possum Portraits - however many donations you received. **Job done!**

Fundraise with MyCause

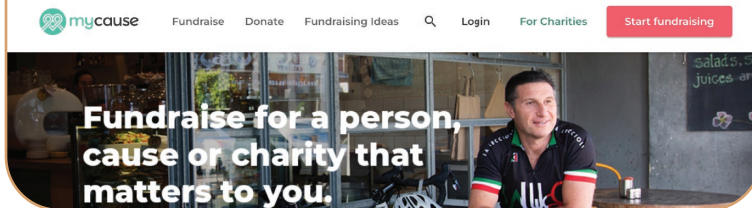
MyCause is another fundraising platform that allows individuals to fundraise for registered charities they have partnered with - like Possum Portraits. **Below is a guide to the steps you need to follow to fundraise for us via MyCause.**

Step 1

Click [here](#) to be taken to the fundraising platform MyCause (mycause.com.au)

Step 2

Click the red **"Start Fundraising"** menu button



Step 3

Create an account and select the option that you are 'Fundraising for a Charity'

Step 4

Select Possum Portraits from the dropdown menu as the Cause you want to fundraise for. Campaigns can be ongoing.



Start fundraising for a charity

Select up to four charities.

Q Possum P

Possum Portraits Inc.

I agree to the mycause Terms & Conditions. [Fees & charges](#)

Next

Ongoing campaign type

Step 5

Create your campaign. You can include pictures, videos and send your donors campaign updates if your fundraiser is a particular event type, like a challenge. Promote your campaign online and offline to get as many donations as possible!

Step 6

MyCause will pay out the funds you raised for us at the end of each calendar month. Donors can give to your campaign once or set up a regular donation until your goal amount is reached!