FUNDRAISING GUIDE

HANDY TIPS, IDEAS AND GUIDES TO POWER YOUR FUNDRAISING

2019 GOALS:

5,600 RESEARCH HOURS

800 RIDERS

250,000 DOLLARS RAISED
You’ve just signed up for (the best, most awesome) charity bike ride and so you’ve started—or at least started thinking about—some training preparations. Maybe you have pulled that dusty bike from the shed? Or maybe you’re still just in the mental preparation stage? Wherever you are, give yourself a pat on the back and keep at it.

**BUT did you also know this is also very a crucial time for you to be fundraising for your ride?**

Cycle of Giving has made a huge impact from the funds raised in previous years, with all funds going straight towards life-saving transplant research projects, to name a few:

- **investing in the Southern Hemisphere’s largest clinical trial of stem cell therapy post lung transplant;**
- **advancements in heart pump technology to better support those with heart failure;**
- **improving the quality of lungs for transplan; and**
- **uncovering why some lungs begin to breakdown after transplant.**

But, with over 1,400 Australians on the organ transplant waiting list, we still have a long way to go. Which is why this year we aim to raise $250,000, to fund over 5,000 hours of vital organ transplant research. It’s also why we’ve asked every rider this year to fundraise a minimum of $250.

It’s an ambitious target, but we’re confident we’ll get there. Why? Because of you.

**Yep, you!**

Fundraising can seem daunting. It can take a little creativity and persistence. But we see it time and time again that your family and friends really want to support you—you just need to ask them!

We’re here to help you reach your goal. So, to help you get started, we’ve put together this handy guide. Know that your fundraising efforts will make a big difference!
Register for Cycle of Giving 2019!
Get some good karma by registering for the most awesome bike ride around: Cycle of Giving 2019

Get the ball rolling
It’s always a good idea to get your fundraising off to a good start by making a self-donation to your personal fundraising page. This sets a good example for your supporters and they will be more likely to sponsor your ride.

‘Pimp’ your page
Upload a sensational selfie, or an action shot of you our on your bike, training hard. Personalise your fundraising page. Let everyone know what/who inspired you, why you decided to register for your Cycle of Giving challenge and the impact you hope to make.

Build a team
Everything is easier as a team: training for hill climbs, sitting down for coffee in your Lycra afterwards, brainstorming fundraising events. While you’re logged in to your fundraising page, you can create a team and send out invitations to potential members in the bar on the left hand side. Go team!

First ask your nearest and dearest
Your closest contacts are your most likely donors. We’ve put together an email template you can use right from your fundraising page. The most important thing you can add to this message is why you are riding. Let your family and friends know why Cycle of Giving matters to you, that’s what they care about most.
Get fundraising! Some tips for you...

Resources & Tools
Need some posters to create a vibe in the office? Does your email signature need an update? Perhaps some inspiration on who to ask to support your ride? We’ve got a bank of Cycle of Giving resources on our website to help you reach and exceed your fundraising goal!

Social media
One of the easiest ways to fundraise is by posting about your challenge on Facebook with a link to your personal fundraising page. Just like the email to your close friends and family, we’ve set up a social media template to get you started (access, personalise it and share from your fundraising page).

Host a fundraising event
Now, this doesn’t need be a huge gala ball or anything like that (although please invite us if you’re putting one on!). Create some excitement for your ride and raise some easy funds by hosting a fundraiser! Check out all the ideas on the next page.

Ask again
Don’t be afraid to chase up your potential supporters. Ask everyone, and ask often. People often have the best intentions when it comes to donating, but life does get in the way sometimes and we forget—a little reminder never hurts. So your next donation could be right around the corner; you’ve just got to track it down.

Keep people informed
Post updates on your training and fundraising success on social media, by email or SMS. Share photos from your fundraising events, or even your Fitbit after a refreshing morning ride. Including your fundraising page URL in these posts is a great idea, too.

Increase your goal
Once fundraising starts to trickle in, you may realise that you’re on track to raise reach your fundraising target early. Well, that’s not a bad thing! You can easily increase it in your personal Cycle of Giving dashboard.

Incentives galore!
Don’t forget, as you start bringing in donations, your efforts will be rewarded with some fantastic prizes! There are many fundraising tiers and draws. Check out our website for more information.

Be sure to say thanks!
Thank everyone who supports you as soon as you can, and let them know how much their support means to you. Your supporters will enjoy watching your progress and they might even be inspired to dust off their bike and join your team!

After Cycle of Giving, update your supporters with photos of the day and your fundraising success. They’ll be proud as punch!
A few ideas...

**Bake sales, sausage sizzles, chocolate!**
This one’s easy. People love to eat and you’ve probably got a captive (hungry) audience at your office or in your community who would love to swap their coins for tasty treats.

**Dinner party**
Yes, again with the eating. Prepare an impressive, low-cost menu starting out with some colourful food platters before moving on to the main event and sides. Invite friends and family around for your dinner party, asking for a set donation for attendance. Your guests might even decide to donate more if they really liked that pear and blue cheese tartlet!

*Hot tip: taste.com.au and similar sites have a lot of easy, cheap & visually impressive recipes to help get you inspired and prepared. Thank you, internet!*  
*Cold tip: raise even more from your dinner party by selling a few delicious cocktails to your guests – or you can increase your ticket price to include them.*

**Garage Sale**
Most of us probably need to do a good clean out, so here’s the perfect motivation. Combine your resources (stuff) as a team, promote it online and around your neighbourhood, and you could have hit your fundraising target all in a Sunday morning.

**Take a guess on my behalf**
Ask everyone to place bets on how long it will take you to complete your Cycle of Giving route. Set a price per bet, and the supporter closest to your finish time can take home the glory! And some chocolates and movie tickets as an actual prize, perhaps.

**Swear Jar**
An oldie, but a goodie. They do very well in a pub or bowls club as well!

**Tactfully re-gift**
Many of us and our family and friends will have ended up with Christmas gifts that are lovely, but honestly won’t be used. Collect these items up, ask your team mates to contribute theirs, and voila! Host a raffle. Or if you think that’s a bit risky, discreetly sell them off on Gumtree or Facebook Marketplace and donate the proceeds to your team page.

**Matching gifts**
Ask your employer to get involved with your fundraising by matching donations you receive. By letting your supporters know that their donation could have a double impact will inspire more and higher gifts to your fundraising page. If your workplace is unable to help financially, they may be able to donate a gift-in-kind – a product or service of the business you can raffle off for donations, instead.
You’ve got this! 😊

Thank you for taking part in the Cycle of Giving.

You and your fellow riders are helping us raise funds to power over 5,000 hours of life-saving transplant research through The Prince Charles Hospital Foundation.

We simply cannot do it without you!

Please reach out if you would like some support to achieve your fundraising target — we love talking fundraising ideas and hearing yours. Give us a call on (07) 3139 4636 or email us at: events@thecommongood.org.au

We’d love to hear from you!