



Alpine Challenge – Fundraising Support Pack

The information below has been developed to assist you in raising funds for Alpine Search and Rescue – feel free to pick and choose the areas that suites you best.

Do not be embarrassed about asking people for money? The reality is that many people are willing to give and they just need to be asked. To assist this process it is helpful to provide donors with an understanding of how their support will make a difference.

People usually feel good about supporting a great cause. Often they wish they were doing what you are doing and in most cases, because you're putting yourself out there, they will be happy to support you.

Email Campaign – Your strongest weapon!

Our first recommendation is for you to create a story - why you are doing the run, set a target, \$500 is a good number to start with, and then email it to everyone, and we mean **EVERYONE** in your address book with a covering email explaining what you're doing and why. Make sure you include a link to the gofund me donation page <https://gofund.me/2af8086e>

You can go direct to the gofundme fundraising and email it to your family & friends or forward it to all your contacts or paste / share on Facebook. Now all your family & friends right around the globe can support you with just a click of mouse!

Make sure you tell them about your training regime, they will be impressed and whilst they won't be doing it with you they can share in your experience through updates as you work towards getting ready for the Alpine Challenge.

FOLLOW UP! Don't forget we live in a busy world. People need reminders. Just because they didn't respond straight away doesn't mean that they don't want to support you. Maybe they just haven't got around to it, or maybe they accidentally deleted your email. A few gentle reminders of your training progress and fundraising deadline will greatly assist in raising your funds.

SHARE YOUR EXPERIENCE! Talk to your sponsors and potential sponsors about your training and how much you have achieved. Tell them about how far you are running, swimming, walking, and cycling on a weekly basis. They will be impressed! They may not be able to achieve what you are achieving, but they can share in your experience!!

SOCIAL MEDIA NETWORKING PAGES. If you have a Facebook or similar social networking page, make sure you put information about your participation in the Alpine Challenge with links to how your friends can support you via mycause. Perhaps you can put the challenge out to your friends to organise an event (breakfast / afterwork drinks / BBQ) in your honour to raise funds for Alpine Search and Rescue.

Thirdly, if your workplace allows it, put something on your work intranet about your quest.

Ask your employer if they will "Match Funding", ie for every dollar that your workmates donate, the company matches it. Remember to let them know that donations are tax deductible.

Fundraising Tips

1. Start Early

Get the bulk of your fundraising underway before you peak. The earlier you start, the easier it will be.

2. Alternately you can set up your own fundraising page at gofundme.com

You can personalise your page with a photo and message and update it anytime by logging in to your account where you can also view & print donations, edit your page and update your profile.

3. Ask Ask Ask!!! Tell Tell Tell!!!

People will not know what you are doing if you don't tell them. The more people you ask to sponsor you, the more money you will raise. It's that simple! You can contact people via email, in person, by post, email, telephone, through your internal newsletter or through your local press or radio.

Think about asking: family & friends / colleagues / work contacts / clients / suppliers / previous employees or employers / neighbors,

4. Get the money up front, if possible

Tell your sponsors about your deadline. Encourage them to donate immediately. Make it easy for them. Tell them they can donate online via credit card through your Personal Fundraising Page. Remind them that all donations over \$2 are tax deductible. Make sure you have a sponsor form with you wherever you go, ready to fill out if they want to donate cash or by cheque.

5. When writing your email be creative

When inviting people to donate, it often helps to specify an amount of money. Suggest they give you / you 50c or \$1 per kilometer, donate the cost of a cup of coffee, or a movie ticket etc etc.

6. Thank Donors again before the event

Inform them of your progress. If they have not sent in their money, drop them a line and let them know how your training is progressing. Let them know how far you are running now!! Afterwards send them a note about how it all went and to say thank you.

7. Take Photos of your training and the event

They will be great memories for you and you can send them to your sponsors or post them on your facebook (or similar) or web page / blog so your sponsors can follow your adventure.

8. Aim High!!!

Think big. Have a personal goal to exceed your fundraising minimum (\$500). Remember the sky is the limit and you will be amazed at the support that you will get.

9. Don't be Afraid to Ask

There is nothing to lose by asking your friends to provide you with a prize to raffle or auction at your fundraising event. Ask your family and friends to support you by forwarding your mycause page on to their networks and spreading the word about your great effort to an even wider network. You will be amazed at how the system works.

10. Simple fundraising events and ideas

If you have emailed everyone you know, and you still have not met your goal or you just want MORE of a challenge!! – how about putting on a fundraising event?

Outlined below are some events that have proven successful in the past:

1. Family & Friends BBQ: Why not hold a barbeque at your home or local park & invite your friends & family to come along for a \$10 or \$15 entry? This is a simple yet effective way to raise money and spread the word about your upcoming adventure.

2. Casual Clothes Day at Work: Another simple way of raising funds, if you work in a medium to larger office, is to approach your employer about holding a "casual clothes day" at your work with the proceeds supporting Alpine Search and Rescue. This can also include a Morning Tea or Lunch (see next item).

3. Morning Tea or Lunch at Work: Ask your employer if you can hold a morning tea or lunch to support your efforts. You can ask the employer to “sponsor” the event (they supply the food) or you can ask your local bakery/restaurant to donate or ask everyone to bring a plate. Charge \$5 / \$10 entry.

4. Birthday / Special Occasion coming up: What better gift to receive than the gift of giving – instead of asking for gifts why not ask your family and friends to donate in lieu of presents (they get a tax deductible receipt).

5. Selling Chocolates and/or lollies: Companies like Cadbury’s (www.fundraising.com.au) or Mars (Confectionary www.fundraysia.com.au) support fundraising. You will need to make a minimum order and pay upfront... but for those of you who work in big offices, it’s an easy way to raise money and make your colleagues put on weight so that they will want to join you next time!

Sample Emails & Thank You’s

Initial Email

Dear all,

As you know, I love to exercise. And now I can combine my love of sport with raising funds for Alpine Search and Rescue. I’m running <distance> in the Alpine Challenge on (insert date) and I would like you to help me in raising a minimum of \$x00.

I’m training . . . (insert something about your training regime)

I’ll be doing it tough but not as some of the people that ASAR are called out to rescue, runners like me – maybe even me, if I get lost or injured in the bush.

To sponsor me please visit <https://gofund.me/2af8086e> before 23 April and make your donation and leave a comment.

How much should you give? What about twice my age? What you’d spend on a nice bottle of wine? a dinner out? A cup of coffee or two, \$1 per kilometre? The choice is yours. All donations over \$2 are tax deductible.

This is important because Alpine Search and Rescue makes a real difference in the lives of people living in our community, and your support can really help, it may even help me if, god forbid, I need to call on them during the run.

Thank you for supporting me. If you have any questions, just email or call me.

Yours in training,

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