

Great Adventure Challenge

FUNDRAISING TOOLKIT

WELCOME!

Like the Challenge itself, preparation is everything! So this toolkit will help you get your fundraising up and running before you reach the starting line.

Fundraising checklist

- Personalise your fundraising page
- Share with everyone you know
 - ★ Email signature
 - ★ Social media
 - ★ Email
- Get your workplace involved
- Have fun!

Aim high with your fundraising target!

We ask every team to set themselves a minimum fundraising target of \$10,000.

Remember, it's a team amount, so you can split it up so each team member raises \$1,250 or band together and raise the whole \$10,000!

Want to get a head start on the day?

Valuable Time Credits are up for grabs to give you and your team a head start! Time credits will be awarded to teams that achieve pre-set fundraising targets, so the more you fundraise the more time credits you earn.

- ★ \$10,000 = 30mins
- ★ \$15,000 = 45mins
- ★ >\$20,000 = 60mins
- ★ Refer a team from a different organisation and receive an instant 15-minute time credit!

Personalise your fundraising page

Once you've registered your team, we'll create fundraising pages for you and email you a link to log in. Personalising your fundraising page is hugely beneficial when going out to your networks to ask for support. They want to see a photo of you and your story as to why you need their help!

Share, share, share!

Share your fundraising page by email or social media with your friends, family and work colleagues to encourage them to donate. Remember that any donation of \$2 is tax deductible!



Here are some templates to encourage donations:

Email

Hey (insert name),
I'm taking part in the Great Adventure Challenge for the Starlight Children's Foundation. The Challenge (called that for a reason!) is a 70-90km adventure race — think trail running, mountain biking and kayaking! And I need your help. I need to raise [target] to help Starlight brighten the lives of sick kids across Australia.

I'd be really grateful if you could donate to my fundraising page: (insert link)

- ★ \$78 helps brighten the hospital experience for two seriously ill children
- ★ \$150 connects a teenager to Liverwire.org.au providing much needed peer to peer support.
- ★ \$6,500 helps grant a life-changing Starlight Wish to a sick child

Remember that any donation of \$2 is tax deductible!

Thanks for your support!

Kind Regards, (insert name)

Social Media

This is a shout out for support! I'm doing the Great Adventure Challenge to raise money for Starlight. Our team is training hard and we've set ourselves a massive [10k] fundraising target. Starlight helps brighten the lives of sick kids and their families across Australia and receives no government funding. So please donate [link] now. Thank you! [And stay tuned for some photos from our epic training sessions!]



Update your email signature

We'll send you a GAC email signature that you can use in the lead up to the Challenge. All you need to do is copy your fundraising link to the signature so that it will link straight to your fundraising page!

Get your whole workplace involved!

Step 1: Ask your payroll if they will deduct employee's donations out of their pre-taxable salary. If so:

Step 2: Approach your colleagues and ask for pledges informing them it will come out of their pre-taxable salary. Once those donations are collated ask your payroll to deduct these accordingly and donate these funds to Starlight.

Fundraising in the Workplace

Put some fun back into your workplace with one of these fundraising ideas.

- ★ **Sponsor your team kit** – Seek sponsorship by offering logo placement on your team shirt in exchange for a donation.
- ★ **Host a calling day** – Get your team to put aside a few hours and make calls to your business networks asking for a donation – clients, suppliers, partners or ex-colleagues.
- ★ **Trivia/Quiz night** – Organise a trivia night for staff and business partners. Include a raffle or auction and seek donated goods as prizes from suppliers.
- ★ **Raffle** – Ask your favourite local coffee shops, cafés and businesses to donate prizes and host a raffle in the office. You could even ask your HR team to throw in a day of annual leave!
- ★ **BBQ or Bake Off** – Host a dining event (lunch, afternoon tea or Friday drinks) and ask your guests to donate! Try and get as much of your produce donated as possible.
- ★ **Ask all your supporters to donate** – Hayman Homes created a super flyer which they emailed to all their partners asking for donations.

Offline donations

Need to bank offline donations?

Donations to your team can be made by cheque, cash cheque or direct transfer. Simply forward direct to Starlight for processing, along with the transaction details of direct transfers. Your team page will be credited with the offline donation within five working days.

Hosted a fundraising event and need to bank your funds?

Receipts will be issued to the donors once funds are processed. To ensure all receipts are correct please provide Starlight with the donor's full name and mailing address. Forwarding donations by direct transfer:

Bank:

ANZ Bank

Account Name:

Starlight Children's Foundation Australia

BSB:

012 405

Account number:

7770 17768

Reference:

[GAC Team Name]

Please note: Tax deductions only apply to monetary donations greater than \$2. Tax deductible receipts are not issued for goods or services purchased at events or received in-kind for events i.e. items purchased at auction or raffle tickets purchased are not tax deductible.

The impact of your support

Starlight Express Rooms & Captain Starlight

There's a Starlight Express Room in every children's hospital in Australia. In these vibrant medical-free zones our superhero, Captain Starlight, brightens the world of seriously ill children and their families. Through games, movies, craft, performances and more, we help sick kids to forget about their illness for a while and get down to the serious business of having fun!

Starlight Wishes

Starlight Wishes are a once in a lifetime opportunity, giving seriously ill children and their families something positive to dream about and look forward to. Creating magical and colourful memories to call upon when times are tough, they provide a welcome break from painful treatments and procedures.

Livewire

Sick teens have different needs to those of younger kids – that's why Starlight created Livewire, supporting sick teens and young people living with serious illness or disability. Livewire offers ward-based activities, tailored workshops and a teen-only space for young people to hang out and make friends in hospital. Starlight's chatroom, Livewire.org.au, also provides a safe and supportive online community where members can connect and share experiences with others who understand what they're going through.

Healthier Futures Initiative

Starlight is also reaching out into more remote and regional areas than ever before! Captain Starlight is now permanently in Darwin Hospital and also travels to remote Indigenous communities working alongside the health professionals to deliver positive healthcare messages and improve attendance at health clinics.



Questions?

Your Starlight GAC representative will be happy to answer any questions you may have!