



# RED CROSS CALLING

**TIPS FOR FUNDRAISING**

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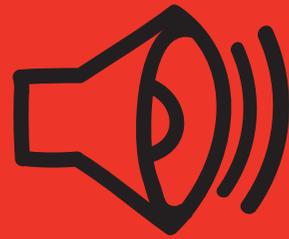


# You've signed up to fundraise for **Red Cross Calling** during March – that's great! What comes next?



**Whether you are planning a doorknock, a public coin collection or an event of your own, there are many small things you can do to make sure it's a success.**

We understand that sometimes it's hard to ask for money, but just remember you're not asking for yourself. You're a Red Cross Calling volunteer for a reason, because you're passionate about lending support to people doing it tough. And you'll be surprised at how generous people can be!



Here are the best tips  
from our team and other  
**RED CROSS CALLING  
FUNDRAISERS**

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# TIPS FOR DOORKNOCKING

**Doorknocking in your neighbourhood is a great way to connect with your local community while raising vital funds for Red Cross. Here are a few tips we've collected from our volunteers over the years.**

- **Always wear your collector identification badge when doorknocking.** This can be found on the front cover of your receipt book. It will let people know you're an unpaid volunteer and you're collecting for Red Cross. We're very lucky that most people recognise Red Cross as a reputable charity and are receptive to our friendly donation requests.
- **Start your doorknock early** so you have time to revisit homes where there was no answer. If there is no answer on your second visit, leave a 'Sorry I Missed You' envelope in the letterbox.
- **Doorknock in the early evening on weekdays, and during the day on weekends.**
- **Be patient** – ring the doorbell and step back. Ring a second time after 30 seconds or so, but not a third time.
- **Be very polite** – introduce yourself by first name and ask for a donation but remember that the householder can make the choice not to donate, and we would never hold this against them.
- Donations of \$2 and above are tax-deductible. **Always offer a receipt.** You may give a printed one or a written one, but not both.
- **Respect property signs** and be aware of dangerous animals. Do not enter a property you are unsure of. Your safety comes first!
- **Make sure that you only collect in the streets you have been assigned.** Other streets may already have collectors in them.
- **Don't be shy!** Ask your friends, family and co-workers for a donation to support this important cause.

# TIPS FOR PUBLIC COIN COLLECTIONS

**If you've organised with your local shopping centre or council to collect in a public place (or you've arranged for the Red Cross Calling team to do this for you), you'll need to follow the guidelines for charity collections that your city council or shopping centre will provide. We'd also suggest the following to ensure your experience is enjoyable and valuable.**

**1 Always wear your collector identification badge when you're out collecting.** This can be found on the front cover of your receipt book. It will let people know you're an unpaid volunteer and you're collecting for Red Cross. We're very lucky that most people recognise Red Cross as a reputable charity and are receptive to our friendly donation requests.

**2 Wear your Red Cross t-shirt so that you're identifiable as one of our valued volunteers.** Sometimes shopping centres ask you to sit at a charity site behind a table (rather than roaming through the centre), so wearing your bright Red Cross t-shirt will increase your visibility to passers-by.

**3 Be respectful to people:** smile and make eye contact, but be careful not to shake your collection tin loudly in people's personal space or call out to them. Some people may choose not to donate, and we're committed to treating them with respect no matter which choice they make.

**4 Make sure you carry a copy of your permit/ approval to collect with you.** If a council ranger in the town or security guard in the shopping centre questions you, you can show them this. If you have any concerns during the time that you're in the shopping centre, you can report to Centre Management. If you're collecting in a public place in the city, you can call the Local Laws team, whose number is provided on the permit you've been given. And of course you can call the Red Cross Calling team on **1800 811 700** with any queries.

# TIPS FOR EVENTS

**If you'd like to host an event of your own, here are a few considerations to guide and inspire you.**

## 1 Plan your event

Work out what type of fundraising activity you'd like to organise. Try to think of something fun that suits your lifestyle and will appeal to your networks. The sky's the limit when it comes to fundraising activities, but if you need some inspiration, these are some of our favourite suggestions:

Consider where you are going to hold your event. If you need to make a booking, don't leave it until the last minute and don't be afraid to ask for prizes, services and venues to be donated. You'll be surprised at how generous people can be when it's for a good cause!

- Morning/afternoon tea at work or school
- Movie night
- Wine and cheese night
- Lawn bowls or ten-pin bowling challenge
- Karaoke night
- Free dress (mufti) day or 'wear red' day
- BBQ lunch or dinner party
- Sports day or mini Olympics
- Pub games night
- Multicultural food day/night
- Office swear jar
- Pyjama day
- Baby photo guessing competition
- Quiz or trivia night

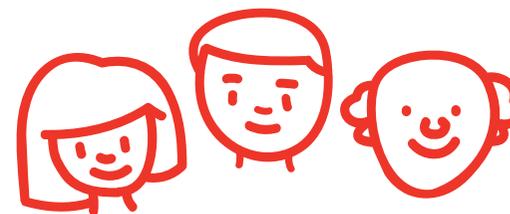


## **2 Put a team together**

Running an event is so much easier as part of a team. Recruit some helpers to share the responsibility – and the fun. You'll be amazed at what you can achieve together.

## **3 Set a date and gather a crowd**

Give your guests plenty of notice by sending a 'save the date' as soon as possible, and then follow up with the full event details closer to the time. Create a Facebook event page to create a buzz around your event and help manage RSVPs. Put up posters and send a few reminder emails in the run up to the big day. You can also talk to your local paper or radio station and see if they'd be interested in promoting your event.



## **4 Focus on fundraising**

While fun is of course high on the agenda, it's important to remember the ultimate goal is to raise vital funds for Red Cross. So think about how you'll raise money. Will you charge an entry fee on the day? Will you sell tickets in advance? Perhaps a local business would donate a prize that you could raffle or auction? Or will you simply ask for a donation? Ask your guests to bring a friend or two. It's a great way to meet new people and an easy way to boost your fundraising total. Remember – double the guests, double your donations.

## **5 Don't forget to say 'thank you'**

It's always a nice touch to say or send a big thank you to everyone who helped make your event possible; your team of happy helpers, the venue managers, anyone who donated goods or prizes, and of course your generous guests who attended and made your event a success by donating. The money raised from your event will contribute to the vital everyday work of Red Cross, supporting people in need across Australia and overseas.

Don't forget to share the final total raised so your guests can feel proud of what you achieved together. Send an email and use our downloadable thank you certificate to share the great news!



# RETURNING YOUR FUNDS

**You've finished your fundraising activity - congratulations! Here's the final step - making sure Red Cross receives the funds you raised within 28 days of your activity finishing.**

## Please see banking options below:

### 1 Bank deposit

Use the bank deposit slip found in the front of your receipt book and deposit your funds at any Commonwealth Bank

### 2 Cheque or Money Order

Made payable to 'Australian Red Cross' and return to: Australian Red Cross, Red Cross Calling 2017, GPO BOX 4343, Melbourne VIC 3001

### 3 Electronic funds transfer

Please transfer the funds into the below account, remembering to reference your unique supporter number. If you don't know your unique supporter number, please call the Red Cross Calling team on **1800 811 700** or reference your name.

<b>Bank</b>	Commonwealth Bank
<b>Name</b>	RED CROSS CALLING
<b>BSB</b>	063 - 010
<b>Account #</b>	1096 4232
<b>Reference</b>	RCC<your unique supporter number>

**THANK YOU**  
**FOR SUPPORTING**  
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