



HANDS ACROSS THE WATER

FUNDRAISING GUIDE



THANK YOU

Your commitment in joining the Hands Community in our mission to connect underprivileged and disadvantaged children with homes, food, education, and future pathways so they can live a life of choice, not chance, is very much appreciated. We simply couldn't provide the support that we do without our very generous and committed donors.

So, now you're onboard you're probably thinking "how am I going to do this?". If this is your first-time fundraising, you may feel daunted and somewhat overwhelmed to start with – filled with questions about how you'll raise the money, what will happen if you don't, and how you should go about starting. Fear not! Many have travelled this path before you, and as long as you are willing, you will be able to reach your fundraising goal.



STARTING YOUR FUNDRAISING JOURNEY

There are many things to consider on your fundraising journey, and Hands are here to help you along the way. Below is a breakdown of some things to consider to help you on your way, and ultimately, assist you in achieving your fundraising goals.

THINK ABOUT WHY YOU ARE SUPPORTING HANDS. What is it that inspired you to raise funds for us, and why should others support you in your efforts? Is it because you have heard the stories of our origins and the work that we do? Are you particularly passionate about giving children a better opportunity? Whatever your reason for supporting, conveying this message to your supporters will help them to connect with your cause as much as you do.

KNOW YOUR CAUSE. When asking people to support, it is so important to have a clear outline of who the charity is that you are supporting, and what their mission is. [Click here](#) for the story of Hands Across the Water and the work we do.

HAVE A PLAN. Time can go by so quickly, especially when everyday life gets in the way. You should have a plan for how you are going to fundraise throughout the year, and a budget including how much you are going to invest and what your expected income from each of your fundraising efforts is. To help, here is a [budget template](#) for your use.

THINK ABOUT WHO YOU WILL ASK TO SUPPORT YOU. The most obvious place to start would be with family, friends, and colleagues. You can also turn to your social media contacts as well as local businesses and your local community. Remember, support doesn't necessarily have to come in the form of a donation. Maybe a local business could support you by supplying a venue for your event, raffle items or food for your event.

MAKE IT EASY FOR PEOPLE TO SUPPORT YOU. Have a clear call to action so people know what it is exactly you would like them to do. If it is a donation you want, give easy instructions for how they can give to you – note: there shouldn't be more than 3 steps involved in making their donation. You can set up your fundraising page on our website easily by following these [simple steps](#).

ASK! This seems like an obvious one, but so many people are too embarrassed to ask for a donation or feel like they don't want to pressure people into giving and therefore miss the opportunity. Remember, if you don't ask, you won't receive. People want to support worthy causes; they just need to be shown that your cause is worthy of their support. Your network will be proud of you for standing up for something and will want to support you – so make sure you ask! We have created this [email template](#) for you to share with your contacts in your quest for donations. Please also see our [Image library](#) for your use.

GET CREATIVE AND HAVE FUN. Make it fun for you and for your supporters. Raising funds doesn't have to be a scary or intimidating, serious activity. Here are a couple of ideas on how you can fundraise.

BIRTHDAY, WEDDING, AND CHRISTMAS FUNDRAISERS

FACEBOOK FUNDRAISING

BUNNINGS SAUSAGE SIZZLE

REQUEST DONATIONS FROM FAMILY AND FRIENDS

PUT UP POSTERS AT WORK OR SEND AN EMAIL AROUND TO YOUR COLLEAGUES

RUN A LIVE AUCTION WITH DONATED PRIZES

CHOCOLATE DRIVE

RUN A BINGO, TRIVIA, OR KARAOKE NIGHT

HOST A DINNER OR COCKTAIL NIGHT

ORGANISE A MOVIE NIGHT AT YOUR LOCAL CINEMA

HAVE A RAFFLE

HOLD A GARAGE SALE AND SELL OFF YOUR OLD CLOTHES OR UNWANTED BOOKS

ASK YOUR BOSS TO MATCH THE FUNDS YOU RAISE

HOST A PUB CRAWL

HOST A BACKYARD BBQ OR A BAKE SALE

HOST A WINE TASTING EXPERIENCE

RUN A SPIN CLASS AT YOUR LOCAL GYM

HOST A BLACK-TIE EVENT

The list could go on and on! However it is that you choose to fundraise, make sure you consider your costs and you have calculated your break-even point to ensure it's successful, where possible, try to have a theme that aligns with your charity, plan effectively and efficiently (for larger events like black-tie or fundraising dinners, allow enough time to promote and plan – ideally 3 months), market it via email and Facebook and ask your friends and family to share the event too for some free promotion.

SAY THANK YOU. Your fundraising efforts have been a success and it's all thanks to your hard work and of course, your amazing supporters. Don't forget to thank them. A simple thank you can go a long way and can often be used to encourage your supporters to continue sharing and supporting your cause.

ORGANISE A PUB CRAWL

This is one for the adults! Partner with local bars and restaurants and ask them to donate proceeds of your pub crawl to your cause. Charge a fee or minimum donation amount for a ticket to the pub crawl. If the bars and restaurants are willing to host your pub crawl for free, you can keep all the proceeds for your fundraising efforts, if not, be sure to work that cost into your ticket pricing to ensure a profit.

Tip: For the price of the pub crawl, include a t-shirt that your participants have to wear during the event that promotes your charity. It will draw attention and you'll create more awareness when you're all dressed the same.

SAUSAGE SIZZLE

Looking for fundraisers that are simple, easy to set up, which can be run all year round, and with minimum investment but rakes in a sizable amount of dollars? Then a sausage sizzle is the fundraiser for you. You only need grill/hot plate, snags, different sauces, drinks, tables and chairs which are some of the essentials to kick-off this fundraiser. What makes this fundraiser popular is that ingredients and equipment are cheaply purchased or can be donated by a local supplier. Some hardware stores, like Bunnings, offer to have their grilling equipment for hire or even for free for a worthy cause like a fundraiser. Choose a venue or place where you think has high volume foot traffic as these places can easily lead to high turnover of snags, drinks, and dollars.

Bunnings have a set process for sausage sizzles, but sports grounds or surf clubs might also be options. Bunnings recommended pricing – the maximum sell price for the sausage sizzle is \$2.50, soft drink cans \$1.50. It is not uncommon to raise \$1,000 from a sausage sizzle.

A sausage sizzle is about more than just food, it's about community spirit. It's about helping others raise critical funds through a mutual love of sausages and bread.

USED BOOK SALE FUNDRAISER

This type of fundraiser works similarly to a yard sale or rummage sale, but you limit it to only donated books and book related items or DVD's etc. The key to having a successful used book sale as a fundraiser is obviously to get a lot of books donated. Most people, including friends, family, and neighbours have boxes or shelves of books they no longer want but just haven't taken the time to get rid of them.

You can also ask for donated used books in nearby neighbourhoods using a flyer. Put the flyers on local community boards at shops, libraries, clubs etc. Your flyer should state the purpose of your fundraiser and briefly but specifically say why you are raising money: "We need your help to raise funds to support at-risk kids in Thailand. All donations go to Hands Across the Water - handsgroup.org.au. List locations of drop boxes where they can drop-off their book donations during the next week or so. Don't make the drop-off window longer than 7-10 days or people won't have a sense of urgency about making donations. Also include a phone number for your group and say you will be doing book pick-ups of large donations in their area.

Your choice of location can also impact the number of books you sell. A locally owned business may let you set up in their parking lot, or you can use the church social hall, the school's multi-purpose room or parking lot on a weekend, etc. Look for car-boot sales at local schools or your local markets.



HOST A CHEF COOK OFF

Whether you are a true-blue foodie or you just want to learn a thing or two from cooking experts, a chef cook off will surely be appealing to you. Invite chefs and have them cook their favourite dishes. Sell tickets to people who love cooking and eating.

This is a fun activity that is easy to set up and allows the audience to learn the skill of cooking as well as giving them a chance to taste a wide variety of food.

Tip: to keep it aligned with your cause, make it a Thai food cook off.

Keep in mind that you will need strong organisational skills to organise this and requires connections. There may also be some upfront costs so be sure to factor this into your budget when planning.

Another spin on this could be a cook off with your friends and family where you create one dish i.e. Pad Thai and it is judged by a committee.



FACEBOOK FUNDRAISING

Facebook fundraising makes it easy for supporters to show their support with a quick donation. It is easy to set up - just visit see our **STEP-BY-STEP BREAKDOWN** on how to do it..

People are scrolling through Facebook every day anyway.

The best part is Facebook charges no fees - Hands will get the full donation.





HANNAH'S THAI COOKING CLASS

Taking advantage of Electrolux's generous offer of equipment and kitchen space to Hands fundraisers, Hannah organised two Thai Cooking Nights.

Priced at \$150 per couple, tickets included a glass of champagne, Hands aprons and cookbooks that contained the Thai dishes they would be cooking as well as information about Hands and the bike ride.

Craft & fashion items made at one of the Hands homes were available for purchase, as well as raffle tickets for both the Hands raffle and items that had been donated. A friend provided live music while local businesses supplied the ingredients and a local Thai chef

volunteered her time to run the evening and help make the night a success.

After a short demonstration, guests were split into small groups and given a set time to cook their dish, creating a fun, competitive atmosphere.

Afterwards, everyone sat together to devour the freshly cooked banquet. Hannah spoke about Hands and her personal reasons for embarking on the ride, and there were print-outs telling the children's stories and what they wanted to be when they grew up. Some last minute raffle tickets were then sold before drawing the winner and giving away a lucky door prize.

Guests also donated on the night with many others donating after hearing about the event from those that attended.

CASE STUDY: \$7,000 FUNDS RAISED

HEATHER'S FUNDRAISING NIGHT

With her workplace, Allure Hair Bar, offering to be the venue, Heather organised a fun night of food, drink and live entertainment for all.

Priced at \$50, each ticket provided entry, food, drinks and a gift bag valued at \$120, donated by Allure's supplier, Revlon. Upon arrival, guests received drinks and canapes, with all food, alcohol and service staff donated by local businesses. Entertainment was also provided free by a local DJ.

Charity founder Peter Baines then shared the Hands story with everyone, ensuring they fully understood the cause they were supporting.

This was followed immediately by a live auction, with prizes valued at over \$15,000 donated by local businesses. The auction alone raised \$20,000.

The night also included three raffles and a fashion show with the Hands range paraded by Allure staff, who also performed pre-booked blow-drys and style finishes for \$50.

The event was marketed via posters throughout the salon and local area, DL invitations, a series of Facebook and Instagram graphics and a Facebook event.

Emails went out to Allure's full client base and Heather made sure she spoke to each client face-to-face as well as her larger network to secure sales.

CASE STUDY: \$30,216 FUNDS RAISED



FUNDRAISING EVENTS and CREDITS



FUTURE OF LEADERSHIP

Our conference series that is hosted in Sydney, Brisbane, and Melbourne showcases the countries' top thought leaders.

Sell or bring a group of 8 or more tickets, and you will receive \$50 for every ticket purchased. For example if you bring 10 people to Future of Leadership, that's \$500 credit to your fundraising.



INTERNATIONAL WOMEN'S DAY BREAKFAST

This breakfast hosted annually has some amazing speakers and attracts a wide audience of corporates.

Sell or bring a table of 10, and you will receive \$200 fundraising credit for every table purchased.



CHILD SPONSORSHIP

One of the most effective and rewarding ways to get involved and help deliver long term results for our kids is to join our Child Sponsorship Program. When you sponsor a child, you are joining a community of generous individuals and families committed to bringing about meaningful change.

For \$100 per month, you can sponsor one of the many children of Hands, connect with your child through a facilitated communication program and watch them grow as they make their journey through the Hands home and beyond. We will also send you regular updates around how your ongoing donation is supporting their home, community and importantly their future.

And the best part... The full annual sponsorship amount will be credited to your fundraising in any year you participate in a ride.

[Click here to start sponsoring a child](#)



WE'RE HERE TO HELP!

If you're running an event that requires a notable level of organising and planning, please get in touch and we will help you start off in the right direction. We'll offer advice as well as access to online ticket sales, branded collateral, and marketing assistance if needed.

Here are a few tips to get you started:

- Get sponsors & stakeholders on board early and keep them updated. You may be surprised how many businesses are willing to help.
- Incorporate multiple fundraising avenues into your event, such as raffle tickets, live auction, entry fee, donations
- Advertise your fundraiser through local media including the local paper, Facebook, and school/uni/workplace newsletters.
- Consider what specialty you or your contacts could bring to the event, such as live music, cooking, being the MC, or anything else.

We do ask that you use the fundraising page on the Hands website to collect any donations.

We have dedicated events and marketing staff to help you brainstorm, plan and successfully run your fundraising events. In addition, we can also help with:

TICKET SALES - Selling tickets through our website saves you money and makes life much easier all round. We will provide regular reports and the net sales will automatically be credited to your fundraising account.

GUEST SPEAKERS - First time fundraisers often need help communicating the message and cause to others. We can connect you with a past participant who will present the Hands story and their journey to your guests to help them understand the cause they are supporting.

COLLATERAL - We have a range of promotional flyers printed that we can send you, and we can supply you with logos and presentation templates that you can add your content to.

LAST BUT NOT LEAST, HAVE FUN!

To find out more about anything in this guide check out our website or email us at: team@handsacrossthewater.org.au.



HANDS ACROSS THE WATER

**THANK
You!**

handsacrossthewater.org.au



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team@handsacrossthewater.org.au