



Listen up you fantastic fundraisers – not only is Ocoober the perfect opportunity to raise cash for Life Education and change lives, it's also a great excuse to have a top time too! This handy little guide will help you get the cash rolling in at work, and help you make the world of difference to those in need.

Good luck!

Start at the top of the chain

Draft an email from a senior member of staff and ask them if they'll send it to all your colleagues encouraging them to support Ocoober.

Set a target

There's nothing like the thrill of reaching a goal, so set a fundraising target and aim high! Keep track of your fundraising progress and display it for all your colleagues to see. Why not create a huge poster showing what your target is and how much you raised so far. I am sure you have seen those "thermometer" posters! Put one up in a prominent position where everyone can see it!

Whether it's on your intranet, notice board or staff newsletter – it will really help to motivate staff to get involved. You can also encourage everyone to create their own Ocoober fundraising page at www.everydayhero.com.au to up the fundraising stakes.

Tell everyone why

It's vital that your colleagues know the difference they can make by getting involved. All the money raised for Ocoober helps to change countless lives for the better. Tell them to visit the Ocoober website at www.ocsober.com.au/moneygoes.html to see how the donations will help.

Motivate them to get involved and give them a reason to fundraise! Tell them to go to www.ocsober.com.au/getstarted.html and see how easy it is to get involved!

Form charity champion networks

If you work for a large or national organisation, get a Charity Champion on board in each office to rally the troops. A network also helps when thinking about fundraising ideas, organising your event and getting everything done to ensure fundraising success.

Spread the word

Use your intranet, email, notice board and newsletters to tell staff all about your fundraising – make sure they know how to get involved! And go all digital too – use Facebook, Twitter and any other social networking sites your colleagues use to spread some Ocoober excitement. If you go to the Ocoober website and click the Downloads button at the top of the page, you can download posters that you can distribute and display around your office.

For loads more fundraising top tips and ideas, go to www.ocsober.com.au/fundraisingtips.html.

Have mufli days in your department

Charge everyone in your department to go casual for one day each week in October. This will really boost your fundraising totals!

Grand Final Gathering

October is usually Grand Final Month for many sports. If you have a Grand Final Gathering with friends or workmates, why not charge an "entrance fee" to your gathering – with the proceeds going to Life Education! Hopefully you'll be a two-time winner on the day – you have helped many young Australians and your team will win on the day!

Get your colleagues on board, rise to the challenge and help make **Ocoober 2010** a fundraising smash!



FOR A SAFER, SMARTER LIFE.