Fundraise 150 toolkit

Thank you for taking part in RBWH Foundation’s 150 Reasons campaign to celebrate 150 years of the Royal Brisbane and Women’s Hospital. You’re now part of a movement that is not only commemorating a significant milestone in Queensland’s history, but you’ve got the chance to share why the Royal is important to you while actively contributing to future health care for our State.

If you’ve chosen to support by doing Fundraise 150 and you’ve already set up your Everyday Hero fundraising page, congratulations, that’s a great start! But what do you do next?

To get you started, here are a few quick, simple and effective ways to kickstart your fundraising. Don’t stress…RBWH Foundation are here to help you every step of the way.

**Add a profile photo to your page**
Your supporters want to see who they are donating to, so personalise your page by adding a profile photo. Fundraisers who do this raise ten times more!

**Set your fundraising goal**
Your fundraising goal will be automatically set at $150, however, don’t be afraid to aim a little higher! Remember, if you don’t hit your fundraising target, there are no penalties. RBWH Foundation is extremely grateful for any contribution you are able to make.

**Share your Royal story**
This is YOUR reason for being part of the 150 Reasons campaign and supporting RBWH Foundation.

Almost every Queenslander has some kind of personal connection to RBWH – you may have been born there, had children there, got treated for some kind of injury or illness, or visited friends or family while they received care. Whether you realise it or not, the hospital has more than likely played an important role in all of our lives at some stage and we have simply taken it for granted.

Now is your chance to thank the hospital and give something back. Tell everyone your Royal Story and how the hospital has helped or made a difference to you or someone you love. Update your story regularly if you can – statistics show that people who update the story on their fundraising page are likely to raise 74% more than those who don’t.
Set the bar
By self-donating to your fundraising page, you are not only leading by example, but you are setting the bar for future donations. If your first donation is $50+, statistics have shown that your donors are likely to give around the same amount or higher.

Email is king
Individuals who ask for support via email experience higher response rates and larger donation amounts to their fundraising page. Make sure the message is personal and avoid sending a group email.

Two big email tips:

1. Don’t be afraid to follow up - We all live busy lives and your friends or family have probably been meaning to donate but simply misplaced your email. A gentle follow up email a few weeks after the first one won’t hurt.

2. Pick your time to email - Think about sending your email the day after payday when your co-workers and/or friends are cashed up. You might have a greater chance of receiving a donation.

Get social
Social media is a great way to get the word out about your involvement in the 150 Reasons campaign and to raise some funds.

Your Everyday Hero fundraising page is designed to be shared over Facebook and Twitter, but you can also share your Fundraising page URL on other social media platforms.

Regular status updates on all your social medium platforms are a great way to raise awareness for what you’re doing. If you include your fundraising page URL, it can also take people directly to where they can make a donation.

To begin sharing your Everyday Hero fundraising page, simply click the blue “Share” button. You can choose to share your page via Facebook or Twitter, alternatively, you can select the “Remember to Post on Facebook” button on your page, and your update will be automatically posted to Facebook. For more information on linking your fundraising page to Facebook or Twitter, please click here

Tag us
So we can keep an eye on how you’re going, please make sure you include the official campaign hashtags in all your social media posts.
#150reasons
#RBWHFoundation
More than one way to Fundraise 150

Obviously, the easiest way to raise $150 is through straight donations on your fundraising page. If you are falling a little short of your target, or you’d simply like to raise more than $150, then here are a few simple money making ideas to get you started.

Get sponsored to give up coffee
For each donation of $5 you receive to your fundraising page, you could promise to go a day without coffee. For example, if you receive a donation of $150 that’s 30 days without coffee. Also, why not donate the money you save by not purchasing coffee to your fundraising page.

Host a morning/afternoon tea
Host a morning/afternoon tea at your workplace or home and charge $5 to join in.

Sell your unwanted items
We all have items taking up room in our houses, so why not sell them on Gumtree or Facebook and donate the proceeds to your fundraising page.

Organise a dress-up day
Hold a dress up day where people come to work/school dressed as their favourite member of the Royal family. If the Royal family isn’t your thing, why not come to work dressed up as a superhero or play it safe and just wear casual clothes.

Hold a sausage sizzle
Who does not like a good old fashioned sausage sizzle? Hold a BBQ at work and charge for each snag sold.

Run a guessing competition
Fill a jar with lollies, coins or thumb tacks and charge $5 per guess. Winner gets the jar!

Getting donations and banking funds
The simplest thing to do is encourage your supporters to donate directly to your Everyday Hero fundraising page. This way, any donation that is made will go straight to your fundraising tally, your supporters will receive a receipt as soon as the donation has been processed, and the funds will be deposited into RBWH Foundation’s bank account.

From time to time, however, you might receive cash from someone wanting to support your fundraising efforts. To get this money added to the tally on your fundraising page you have two options:

Option 1
Go to your fundraising page and make the donation using your own credit card or PayPal account. Once the transaction has been processed you can bank the cash into your own bank account.

Option 2
Bring the cash you have collected to the RBWH Foundation office (Block 20, Royal Brisbane and Women’s Hospital) and the Foundation will bank it, send you a receipt, and add it to your fundraising page.