



# FUNDRAISING HOW-TO GUIDE

HELP IMPROVE THE LIVES OF WESTERN  
AUSTRALIANS LIVING WITH DISABILITY



PERTH | 25 AUGUST 2024

KARRATHA | 28 JULY 2024



Have a question? No problem!  
Contact our team on (08) 9387 0487 or  
[hello@perthcitytosurf.com.au](mailto:hello@perthcitytosurf.com.au) for assistance.

## WE GET IT...

Asking people for money doesn't come naturally to everyone. It's awkward and not everyone's cup of tea. To help you out, we've put together some tips to make your fundraising journey easier and put the "fun" in fundraising!

Every dollar counts! So, get creative, think outside the box, and don't be afraid to ask for help.

We can't wait to see what creative ideas you come up with outside those listed below!

## ABOUT ACTIV

Activ has a strong and proud history of supporting people living with disability to achieve their goals, break through barriers and increase their independence.

Established in 1951, Activ was formed by a group of families who wanted more for their children who lived with disability and had become marginalised by society. Over time the group grew to encompass community, employment, accommodation, training and more.

Activ exists to improve the lives of people living with disability, their families, and carers.

We believe that greater accessibility and inclusion for people living with disability benefits everyone, and we all have a role in expanding opportunities.

Activ provides environments for customers to Live, Learn and Work with confidence, and grow the potential of all people to live the life they choose.

Today, Activ has grown into one of Western Australia's largest not-for-profit Disability Service Providers, supporting more than 900 people across the state.



# TIPS!

- Be authentic and share your excitement about participating.
- Share your passion about helping Activ support the thousands of people living with disability in WA. **Hot Tip:** Be inspiring and inspirational.
- Post regular updates in the lead up to the event, including your fundraising progress, for family, friends, and supporters to see. Everyone loves a good progress shot!
- Ask your family and friends to participate to help you reach your goal.
- Talk to your employer and professional network about matching your fundraising amount. Tell them what you're doing and why to build enthusiasm!
- Send emails to your network and post on your social media accounts.
- Capture your experience on the day and share those special moments on your socials.
- Thank everyone who supported you and helped you make it to your goal.



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# IDEAS!

Here are a few ideas on what you could hold, host, or run to help you on your fundraising journey to reach your goal!

- Afternoon Tea
- Arts and Crafts
- Auction
- Bake Sale
- BBQ
- Bingo
- Book Sale
- Bowling
- Car Wash
- Clothing Swap
- Containers For Change
- Dance-a-thon
- Dinner
- Dog Wash
- Exercise Challenge
- Fancy Dress
- Free Dress
- Games Night
- Garage Sale
- Garden Party
- Guess The Number
- Juice Stand
- Karaoke Night
- Lawn Mowing
- Lemonade Stand
- Luncheon
- Mini Golf
- Movie Night
- Mystery Box Raffle
- Odd Jobs
- Office Collection
- Plant Sale
- Potluck Lunch
- Pup Parade
- QR Codes
- Quizzes
- Raffle
- Sausage Sizzle
- Special Occasion Donation
- Swap Shop
- Sweepstake
- Tea Party
- Treasure Hunt
- Trivia Night
- Ugly Sweater Contest
- Unwanted Gift Donation
- Walk-a-thon
- Workplace Giving
- Yoga Challenge

# HASHTAGS

Here are a few hashtags to link everything together. By using these we'll also be able to follow along on your journey!

- #ChevronCitytoSurfforActiv
- #ChevronCitytoSurfforActiv2024
- #PerthCitytoSurf
- #PerthCitytoSurf2024
- #WeAreActiv
- #ImprovingLives
- #ActivFoundation
- #FundraisingforActiv
- #RunWalkorRoll
- #50YearsofTradition

# RESOURCES

Here are some fundraising resources for you to share with your friends, family, colleagues, and everyone else you know, to help boost your fundraising.

## SOCIAL MEDIA TILES



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## EMAIL SIGNATURES



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# EMAIL TEMPLATES

Below are a few email templates to help you ask your network to participate in helping you reach your goal.

## INITIAL APPROACH EMAIL 1

**Subject Line:** I'm participating in the 2024 Chevron City to Surf for Activ – Join me on this meaningful journey!

Hello <Name>

I hope this message finds you well!

I wanted to share something meaningful happening in my life – I'm fundraising for the Activ Foundation by participating in the Chevron City to Surf for Activ. This cause holds a special place in my heart because <insert a personal reason on why you're fundraising for Activ that appeals to the reader's emotions>. I am genuinely excited about the opportunity to make a positive impact on the lives of Western Australians living with a disability.

I'd truly appreciate your support by making a donation on my online fundraising page. My goal is to raise <target>, and every contribution, no matter how small, makes a significant impact!

The Activ Foundation has grown into one of Western Australia's largest disability service providers and are dedicated to enhancing the lives of West Australians living with disabilities. With a team of over 1,000 individuals, they work tirelessly every day to make a life-changing difference.

When you contribute to this cause, your donation goes towards funding vital services and support. You can learn more about how Activ Foundation is making a difference in many lives by clicking on the link below.

<https://activ.asn.au/#video>

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Here's how your support can make a difference:

- A \$5 donation allows a customer to enjoy a coffee with their support worker, fostering community connection.
- With \$50, we can provide one hour of specialised training in support care.
- A \$200 donation creates interactive sensory experiences, crafting lifelong memories.
- By contributing \$5,000, you'll fund a mobility cart, enabling someone in need to fulfil their daily tasks.

To make a donation, simply click on the following link: [<copy and paste the URL link to your fundraising page>](#).

Thank you in advance for your support. Together, we can help Activ Foundation make a meaningful difference in the lives of those living with disability in WA!

Sincerely

<Your Name>





## INITIAL APPROACH EMAIL 2

**Subject Line:** I'm participating in the 2024 Chevron City to Surf for Activ - Join me on this meaningful journey!

Hi <Name>

I hope this message finds you well!

You may have heard that I'm currently raising crucial funds for the Activ Foundation through my participation in the Chevron City to Surf for Activ. This cause is deeply meaningful to me because <insert a personal reason on why you're fundraising for Activ that appeals to the reader's emotions>.

While I'm grateful for the support I've received so far, I'm still working towards reaching my fundraising goal of <target>.

When you contribute to this cause, your donation goes towards funding vital services and support. You can learn more about how Activ Foundation is making a difference in many lives by clicking on the link below.

<https://activ.asn.au/#video>

Would you be open to contributing to my fundraiser? A donation, no matter the amount, would mean the world to me. To make a donation, simply click on the following link: <copy and paste the URL link to your fundraising page>.

Additionally, sharing my fundraiser link on social media would be immensely appreciated. Increased exposure will help me reach my fundraising goal faster.

Thank you in advance for your support. Together, we can help Activ Foundation make a meaningful difference in the lives of those living with disability in WA!

Sincerely

<Your Name>

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## TIME SENSITIVE FOLLOW UP EMAIL

**Subject Line:** Only <number> days left to help me reach my fundraising goal for the 2024 Chevron City to Surf for Activ!

Hi <Name>

I hope this message finds you well!

I'm reaching out with a time-sensitive request: I have just <number> days left to complete my fundraising for the 2024 Chevron City to Surf for Activ.

If <insert number> generous individuals like yourself could contribute <insert amount> to my fundraiser, it would make a significant impact and bring me closer to my fundraising goal. Could you help turn this possibility into a reality?

Making a donation is easy - simply click on the following link: <copy and paste the URL link to your fundraising page>.

When you contribute to this cause, your donation goes towards funding vital services and support. You can learn more about how Activ Foundation is making a difference in many lives by clicking on the link below.

<https://activ.asn.au/#video>

Additionally, your support in sharing my fundraising link with your network would be immensely valuable. The more exposure, the better!

Thank you for considering my request. Your support is crucial, and I'm grateful for every contribution that brings me closer to achieving my goal.

Sincerely

<Your Name>

# ADDITIONAL TIPS AND TRICKS!

Here are a few additional tips and tricks to help you reach your goal!

## 1. GET PERSONAL

Your fundraising page is a great and easy way for your family, friends, and supporters to donate and stay updated with your fundraising journey. Make it more personal by setting a target, uploading a profile photo, and sharing a description about why you're fundraising! Pages with a target tend to raise 17% more.

## 2. GIVE YOUR FUNDRAISING A BOOST

Did you know? Individuals who make the first donation to their page raise an impressive 84% more. Be the catalyst for your fundraising success!

## 3. SEND AN EMAIL

Take a moment to send an email to all your contacts and share why you're passionate about fundraising for the Activ Foundation. Your personal touch can make a big difference!

## 4. SHARE YOUR PAGE

Boost your fundraising efforts by sharing your page on Facebook, Instagram, LinkedIn, and X. This will help spread the word about the positive impact you're making.

## 5. HAVE FUN

Select fundraising activities that align with your interests and bring joy. Explore our fundraising ideas above for inspiration and suggestions.

## 6. JUST ASK

We understand that asking for donations can be scary, but you'll be amazed by the generosity of those who are willing to contribute just by asking.

## 7. SAY THANK YOU

Be sure to express your gratitude to all your donors by sending them heartfelt words of thanks.

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CITY TO SURF  
**27811**  
4KM WALK: WAVE 3



# 50

Chevron

**CITY TO SURF**  
FOR  **activ**

**GOOD LUCK!**

Wishing you the very best in your fundraising efforts! Good luck, and we're confident you'll make a positive impact!



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