



# FUNDRAISING GUIDE

## STEP 1 - Think of your ideas

Need some new ideas?

Visit our website <https://www.variety.org.au/sa/get-involved/fundraise/>

## STEP 2 – Register your fundraiser

### FUNDRAISER REGISTRATION

All fundraisers must be registered with Variety by filling out the form via

<https://www.variety.org.au/sa/get-involved/fundraise/register-event-or-activity/>

### FUNDRAISER RECONCILIATION

Please fill out the reconciliation form to enable finance to correctly receipt and allocate funds to your car's fundraising.

<https://www.variety.org.au/sa/event-reconciliation-form/>

## STEP 3 - Promotion

### RAISELY

Once you have registered for the 2022 Variety Aussie Muscle Car Run the Variety Office will set up a Raisely online fundraising page for your car.

We encourage you to use this easy to navigate peer-to-peer platform because it allows you to:

- Start fundraising
- Share your team's profile page with your networks via all social media platforms.
- A direct link for donations.
- An easy way to share your fundraising story.
- Promote upcoming fundraisers.
- Post short updates, images, and videos to update your supporters.

<https://aussie-muscle-car-run-2022.raisely.com/>

If you follow the 'donate' button it will take you to a list of teams so you can view their profiles.

## QR CODE

Would you like a QR code which will link directly to your Raisely fundraising profile? Email [amcr@variety.org.au](mailto:amcr@variety.org.au) and we will create one for you.

## FLIER/POSTER

If you supply us with a flier, we can advertise your fundraiser via the Variety Website and Social Media.

## FACEBOOK EVENTS

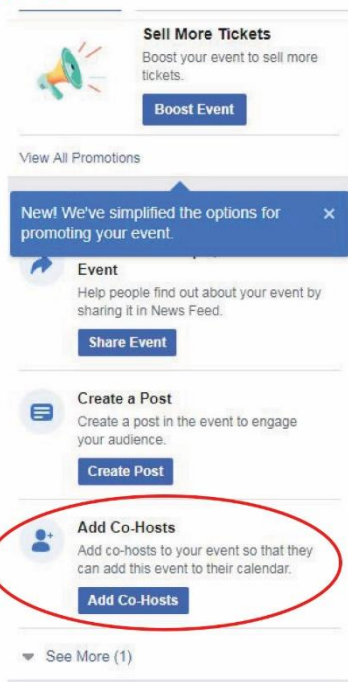
If you create a Facebook event for your fundraisers please feel free to invite our Variety SA Motoring Page to co-host your event. This way we can help promote your event with our extended Variety audience and your event will also be listed in our [events section here](#)

Once you have set up your event

**Step 1** - Click on the Add Co-hosts button on the right hand side panel.

**Step 2** - Scroll to the bottom of the page and under options type in the Co-hosts box

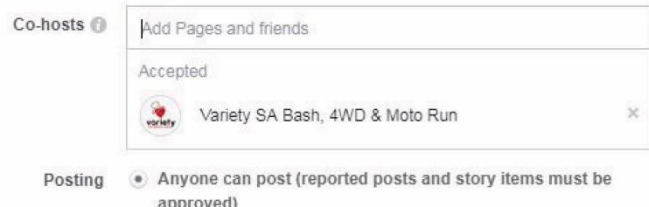
## STEP 1



## STEP 2

### Options

Choose who can edit and post in your event



## VARIETY BASH, 4WD, MOTO RUN & AUSSIE MUSCLE CAR RUN – FACEBOOK PAGE

If you have not already checked out our Variety SA Motoring Events page please do so [here](#)

## **STEP 4 – Utilise our fundraising tools**

### **VOLUNTEER ID BADGES**

(Available upon request) - We need a clear face photo.

Email - [reception@variety.org.au](mailto:reception@variety.org.au)

### **PUBLIC LIABILITY INSURANCE COVER NOTE**

(Available upon request) - Email [amcr@variety.org.au](mailto:amcr@variety.org.au)

### **PERSONALISED - EMAIL SIGNATURE BANNER**

Would you like a personalised fundraising image that you can add to your work or personal email signature and you can link it direct to your Car's Raisely fundraising account?

Just ask us and we will set one up for you. Contact [Jason@variety.org.au](mailto:Jason@variety.org.au)

Benefits:

Every time you send an email it gives all recipients the opportunity to make a donation to your car.

### **BORROWING EQUIPMENT**

We have the following items available for you to borrow for your fundraisers. To avoid disappointment please ensure you book your items well in advance.

- Variety Flying Banners
- Variety Pull Up Banners
- EFTPOS Machines
- Collection Tins

To book items - Email [reception@variety.org.au](mailto:reception@variety.org.au)

### **USE OF AMCR LOGOS ON FLIERS**

When advertising your AMCR Fundraising events please remember to include the 'Proudly Supporting' AMCR Logo ([see the Variety website](#)) along with one of the descriptions below;

1. Car # (Raising funds for the SA Variety Aussie Muscle Car Run)
2. Car # (Raising funds for kids in need through the SA Variety Aussie Muscle Car Run)
3. Car # (an entrant in the SA Variety Aussie Muscle Car Run)

### **DO NOT USE**

- The Variety Logo (It must be the AMCR Logo)

### **BANK ACCOUNTS**

Motoring entrants must not create bank accounts with any of the following names; Variety, Variety AMCR, Aussie Muscle Car Run or anything similar to hold money raised for Variety.

## **DONATION VS SPONSORSHIP**

**DONATION** is a voluntary payment, for which the donor receives nothing of value in return. This means that tickets to functions, raffle tickets, auction items etc are not donations because something of value is received in return for the payment.

**SPONSORSHIP** is a payment, for which advertising or marketing benefits are received. As an example, the sponsor may receive signage on your car. If they receive a small sticker on the car up to (30cm x 10cm) then it is not considered 'of value' and the payment can be treated as a donation. However if the sticker is larger than (30cm x 10cm) this becomes sponsorship which includes GST, so the funds credited to the team fundraising statement will be net of GST.

## **INVOICES**

Many organisations require an invoice to make a donation/payment towards your fundraising. To request an invoice please email the amount, company name, contact person, email address and your AMCR car number to [finance@variety.org.au](mailto:finance@variety.org.au)

## **WORKPLACE GIVING**

### **What will you give?**

The message in our 'Workplace Giving' campaign is simple. For as little as \$2 per week, an individual can make a real difference to the life of a child in SA.

By signing up your organisation's employees to Variety's Workplace Giving Program, donations received from your organisation and individuals can be attributed to a chosen AMCR vehicle, not only helping your car's fundraising tally but helping kids in need in SA!

For just \$8 per month over a year, your regular gift will help Variety send a child in need to the Annual Variety Children's Christmas Party at the Adelaide Event and Exhibition Centre. Those of you who have been to one of these parties will understand what an inspiring experience it is.

Workplace Giving Brochures are available from the office please, contact us on 8293 8744.