

# Types of fundraising

## Corporate donations

Engaging business donors to support your fundraising efforts can bring win, win results. Create a brief proposal outlining why you are asking for support, and why the selected company should support your cause. Always include a copy of your authority to fundraise letter.

Think about the benefits the company would gain from donating towards your fundraising. Can they use the donation as a media opportunity? Can you display their logo on any promotional material, your car or at an event?

Once you have secured a corporate donor, keep them informed about how your fundraising is going, as well as thanking them at the end of your activity and letting them know how their support made a difference.

## Workplace gift matching

Many companies offer to match donations or charity fundraising by staff. If your employer agrees, you could double what you raise for Variety!

## Workplace giving

Workplace giving allows employees to make regular donations to an approved charity like Variety. Donations are deducted from an employee's salary before tax is applied. They are then entitled to an automatic tax deduction, whilst Variety gets the full amount donated. Contact us if you would like Variety WA to discuss this opportunity with your employer or company.

## Celebration donations

In lieu of receiving gifts at celebrations such as birthday, wedding or Christmas, you could ask for a donation to be made to Variety instead.

## Events

From trivia nights to talent contests, picnics, movie nights and more, the only limit to fundraising events is your imagination! The first step to a successful event is planning - have a look at our Event Checklist (page 15) for lots of hints and tips.

If you are planning a public fundraising event, you will need to complete an Intent to Fundraise form (page 16)\*. Once approved, we will send you an "Authority to Fundraise" letter. This letter advises potential sponsors that you have authorisation from Variety to fundraise on our behalf and will help you on your way! \* Event participants will receive an authority to fundraise upon registration.

## Raffles

Raffles are a great way to raise funds at social or community events.

Before organising a raffle, consider what kind of prizes you'll need; how you'll source them; how you will price tickets (generally, the higher the prize value or odds of winning, the higher the face value); and how you will sell tickets.

Depending on the size of your raffle, you may be required to adhere to specific rules from the Department of Racing, Gaming and Liquor. For more information on raffle guidelines, visit website [www.rgl.wa.gov.au](http://www.rgl.wa.gov.au)

## Cause related marketing

You can arrange your employer or a local business to run a special promotion to increase sales or customer leads, while at the same time raising funds for Variety. For example, 50c from every cup of coffee sold during August or 20% of selected product sales donated to Variety. Please contact Variety WA to seek approval for this kind of activity.