

# 2019 Variety WA 4WD Adventure Fundraising Guide



**You will be amazed at the generosity of your friends, family and local community when it comes to raising money for Variety. They know the Variety 4WD Adventure has impacted thousands of children in need, and that you are having fun for all the right reasons.**

**Let them know you are covering all your own expenses, and that the money you are raising is tax deductible and goes straight into the charity – you will exceed your fundraising targets before you know it!**

## **Here's a step by step guide to get you started!**

- Step 1** Register your car for the Variety 4WD Adventure
- Step 2** Receive 'Authority to Fundraise' letter – Variety will send you this once you register
- Step 3** Understand the differences when raising funds for a Variety WA 4WD Adventure vs Variety WA.
- Step 4** Register your EverydayHero fundraising page
- Step 5** Or, use the Variety WA page for donations. It is important to always record your 4WD number for all donations, otherwise it will not be allocated to your car total.
- Step 6** Email our events team with some basic details of your event and your fundraising flyer if you have one.
  - To make sure there is no date overlap (or inappropriateness!)
  - To see if we can help (optional)
  - To advertise for you on Facebook (optional)
  - To share your unique, insightful, exciting new fundraising idea with other 4WDers
  - As always, just to let us know how you are going!

## **Helpful links**

- Licence application with Department of Racing, Gaming and Liquor website (you will need to have the Variety Charitable Collections License number to apply. You will receive this when you register)
- Raffle licence information
- Liquor licence information
- For more ideas, come along to our next catch-up, or keep an eye on the Variety Community Fundraising Page

For more information contact the Variety Events Team at [richelle.lowe@varietywa.org.au](mailto:richelle.lowe@varietywa.org.au) or on (08) 9468 9805

# Fundraising Tips



## Hold an Event

There are many different fundraising events that you could organise to reach your fundraising goal, here are a few ideas:

- Trivia night, quiz night or bingo
- Sausage sizzle at your local Bunnings, BCF etc.
- Morning tea, afternoon tea or high tea.
- Golf day
- Cake sale
- Movie night
- Car wash
- Dinner party
- Raffle or auction
- Colour or shave your hair

Think about how you can make your event different with themes and activities. Contact friends and/or businesses to see if they can donate items for you to use. Don't forget when you're holding an event there are lots of other creative ways to make additional funds. Encourage people to bribe you for trivia answers, make up movie snack bags for people to purchase, golfers can give a kickback to skip a hole.

## Get your workplace involved

Some companies have Employee Matched Funding programs which match some/all of an employee's charity fundraising efforts or a charity fund. Ask your HR department or manager, and even if they don't actually have a program they may make a donation to support your participation in the Variety 4WD Adventure.

Variety can help with any information they require or with any paperwork. We can also provide a certificate, tax deductible receipt and thank them directly if you let us know.

Even without a matched funding program, your workplace can still support you. See if you can hold a fundraiser at work such as a bake sale, casual day, or a BBQ.



For more information contact the Variety Events team at [events@varietywa.org.au](mailto:events@varietywa.org.au) or on (08) 9468 9805

# Ask Us For Help

Here are a few ways we can help you with your fundraising

## Banners

Variety WA have a number of promotional materials you are able to hire for your events. Including red tear drop banners (available for inside and outdoor use), motoring archway and (at a cost charged to your car) red flashing heart rings and pins for you to sell.

## Videos

We encourage you to use stories of our Variety kids to spread the Variety message and help with your fundraising. We have several videos about Variety and the kids that have been assisted thanks to fundraising events like the 4WD Adventure. Share the videos with your friends, family and work colleagues to spread your fundraising message.

## Advertising

We are happy to help you to promote your fundraising events on the Variety WA website. Email your event details and event brochure to [richelle.lowe@varietywa.org.au](mailto:richelle.lowe@varietywa.org.au)

## Logos

[Click here](#) to view our quick guide for logo usage.

## Everyday Hero Page

When registering for the Variety 4WD Adventure you are automatically set up with an online fundraising page which your friends, family and colleagues can use to make direct online donations towards your fundraising target. It's simple to use, easy to track and your supporters receive automated tax deductible receipts for their donation. It is also a great tool to track your donation totals and share with these with your networks in order to gain momentum. Here's some tips to get started:

- Write a personal message about why your team is doing the Variety 4WD Adventure
- Upload a profile photo of your team. If you would like to use our generic Variety cover image and background image you can download them [here](#).
- Make the first donation yourself to set the tone and encourage your friends to follow
- Post your page link to your social media accounts or send an email to your network explaining what you're doing.

## Social Media

Social media is a fantastic way of sharing your 4WD experience with a wide range of people. It is also an effective tool for promoting your fundraising. Here are some helpful hints and guidelines:

- If you would like to use our Variety 4WD Adventure cover photo you can download it [here](#).
- If you'd like to reference Variety WA in your name use "proudly supporting Variety WA"
- Please avoid posting any content that is: insulting, insensitive, contains alcohol or smoking, shows inappropriate or antisocial behaviour or speeding /unsafe driving.
- Don't forget to tag us and use our hashtags Facebook: @varietyWA. Instagram: @variety\_wa. Hashtags: #variety4wdadventure
- You can create a Facebook event to spread the word about your fundraising initiative. For more information on setting up events in Facebook [click here](#).

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