

Stand up for **nature**



AUSTRALIAN
CONSERVATION
FOUNDATION

Community
fundraising **toolkit**

Thank you for choosing to raise funds to protect our natural environment.

Hi there

My name is Bree, and I'm the Community Fundraising Officer at the Australian Conservation Foundation. I am so grateful that you've chosen ACF — and it's my job to make sure your fundraising activity is the best it can be.

And I think we can both agree, this is an amazing country.

Fish darting through vibrant coral reefs. Giant cassowaries and tiny fairy wrens. Bushy-tailed numbats with sticky tongues.

We share this land with so many incredible creatures, we have a responsibility to look after them.

But right now, a pollution and extinction crisis threatens their existence. People made this crisis, and together we can solve it.

Here's where we start:

- **End digging up and burning coal** and lead the transition to a future powered by clean, renewable energy.
- Create **laws to protect animals at risk** and not allow the destruction of their habitats.
- Speak out for a **nuclear free future**.
- **Encourage and push business** to do the right thing for people and planet.
- Stand with and learn from **Traditional Owners to care for our living world** for generations to come.

Your fundraiser will help power this critical work. The funds you raise will be used where they're needed most — ensuring your contribution is as impactful as possible.

ACF is funded by tens of thousands of Australians, just like you. This means our campaigns to protect our living world are fearless, objective and independent.

Thank you for making the decision to raise funds for ACF. Community is at the heart of everything we do, and I am here to help you make a real impact.



Bree Jopp
Your personal fundraising coach

Phone: 1800 223 669

Email: fundraise@acf.org.au

P.S. You can copy and paste any text in this toolkit for your activity. I also have other resources available for you to use so please email me to share these with you.



\$50 Cover costs to lobby politicians for stronger nature laws.

\$100 Equip volunteers with materials for events where we demand action on climate from those in power.

\$500 Freedom of Information (FOI) fees to access government records that reveal the backstory behind dodgy environmental approvals.

\$5,000 Commission a report on the horrific extinction crisis, and getting it out in the media and in front of Aussies everywhere.

\$10,000 Hiring an ecologist to survey species at risk due to poor environmental decisions, and chartering a plane to monitor habitat destruction — so we can tell the truth about what's really going on.

Need some **inspiration?**

So you're ready to raise funds, but not sure how? Hopefully these ideas can act as inspiration, to help find the activity best for you.

Adventure challenge 🌿 **Bake**
sale 🌿 **BBQ** 🌿 Birthday 🌿
Clothes swap 🌿 **Garage**
sale 🌿 Market day 🌿 **Movie**
night 🌿 **Music event** 🌿
Nature outing 🌿 **Potluck**
dinner 🌿 Running event 🌿
Tree-planting afternoon 🌿
Wedding 🌿



Do something
that will be **fun**
and **easy** for
you, and you'll
do well 🌱

Take it one step at a time

Before I start fundraising

Answer these questions and you'll be ready to go in no time!

1. Why am I doing this?

Your story is the most important part of your fundraising journey. Think about why you want to act for a world where all life thrives.

This personalisation is the reason why people will donate to support you. As an example, here's what I say when I'm raising funds:

“Growing up, I experienced so many beautiful parts of my state and our country — my weekends were either spent exploring the rivers and forests of Bright or on the various windy beaches that span the Victorian coast. Now, the time has come for me to protect these lands for my children and one day, their children... so they can continue to appreciate nature through their own experiences. Please donate today, for my kids.”

2. What am I going to do?

Have a look at the list of ideas in this toolkit to help inspire you. Once you have your idea, please complete **our brief form online**. I can then provide you with all you need to get started!

3. How will I accept donations?

If it works for your activity, I would recommend setting up an online fundraising page.

Bree's top tips?

- Upload a photo — always good to put a face to the name
- Donate to yourself — shows your commitment to the cause
- Set your goal — your financial target can help you to identify how much support you will need for your activity

If you are fundraising 'offline' I have posters, flyers and other collateral to collect donations in person and help make the most of your activity.

4. Who am I going to ask?

Think about the people you know who also care about the environment. These are your key contacts and we really hope that they would be huge supporters of your activity.

They're your friends, so they want to support YOU, but they also understand the importance of protecting our numbats, swift parrots and almost 2,000 other Australian animals at risk of extinction.

5. How will I ask them?

OK, now is the time to get the word out there! Let everyone know about your event — in person or through, flyers, posters, social media, emails, announcements and phone calls.

If you have a website set up to raise funds, include the link on all of your materials.

If you would like help to craft your words, I'm here to help you with that too.



Take it one step at a time

During and after my activity

6. How will I keep everyone updated?

Blog posts, regular email updates and social media posts are a great way to keep everyone engaged in your activity.

If you are preparing for a challenge event, you can provide updates throughout your training.

If something exciting happens at ACF that is relevant to you, share it along with the link to your fundraising page.

If you are hosting an event, you could have live updates to announce and discuss.

7. What do I do after my activity?

Give me a call on 1800 223 669 — I want to hear all about your event and how it went!

I can help you work out the best way to donate the funds raised (if not online) and I would love to give you a huge thank you for your commitment and interest in raising funds for ACF.

And on that note, it is very important to thank all of your supporters. Without their support, your fundraiser would not be possible.

I can help to make your messages of gratitude come to life with images and words that detail how the funds you raise will be used too.

**When we work
together, we
can change
things** 



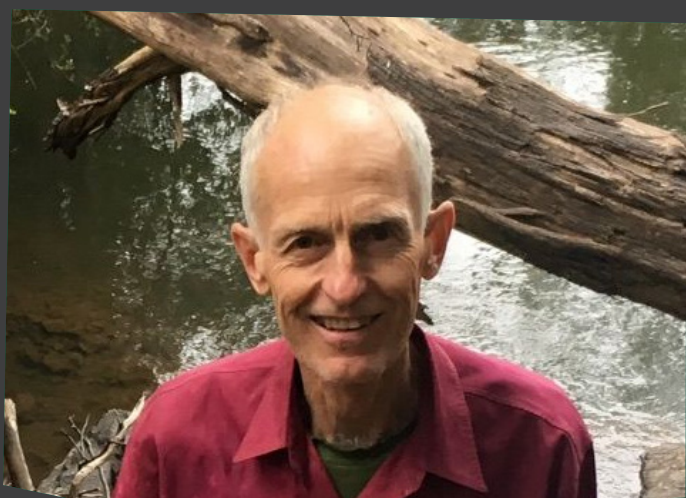
Meet your fellow **community fundraisers**



Meet Adam

Adam is part owner in Small Print Pizza Bar – a small business making tasty food without making a huge environmental impact. In 2019, Adam and his team hosted a charity night titled Food For Thought. By offering a raffle and donating the profits from the night, Adam raised over \$1,700 for ACF.

Thanks to all of Small Print's customers and staff for their support through this event.



Meet Bill

Bill is deeply concerned about the world his grandchildren will be living in and the extinction of our native animals and plants.

So he's getting sponsored to trek the Larapinta trail in June and is working towards his \$3,500 fundraising target right now!

Good luck Bill.



Meet Georgie

Georgie ran 42 kilometres in the Melbourne Marathon and thanks to the generosity of her sponsors, she raised over \$2,000. She knows that there is nothing more pressing right now than climate change and the importance of transitioning to renewable energy.

Thanks Georgie for your energy to support our work!

Raise funds for a world **where all life thrives**

Australian Conservation Foundation

Level 1, 60 Leicester Street
Carlton VIC 3053

Phone 1800 223 669

Email acf@acf.org.au

Web www.acf.org.au

f Australian Conservation Foundation

t @AusConservation

ABN 22 007 498 482

ACF publications can be found at:
www.acf.org.au/reports



**AUSTRALIAN
CONSERVATION
FOUNDATION**