



— BE AN —

Ocean
Action Agent

Fundraise for the Reef!

EMPOWERING
PEOPLE
TO SAVE OUR
REEFS
& OCEANS





REEF CHECK AUSTRALIA COMMUNITY FUNDRAISING KIT

THANKS FOR YOUR HELP!

So you've decided to fundraise for Reef Check Australia.
YOU'RE AWESOME!!!!

Reef Check Australia is an environmental charity dedicated to engaging the community in hands-on reef research, education and conservation.

Our work isn't possible without inspiring, motivated and passionate people like yourself.

Your fundraising will help people to help reefs through three core programs:

- Inspiring Reef Minded People – We connect people with reef science.
- Engaging Volunteers – We provide our volunteers with the training, resources and networks to collect and share essential reef health data.
- Empowering Local Conservation Action – We provide knowledge, tools, resources and support for people and communities to help tackle reef health issues.

OUR ADVICE

You should be able to find everything you need in this kit to help you organise an event.

Be brave! It can be a bit scary organising your first ever event, but its also fun and really important. You won't only be raising funds to help our work, you'll also be educating people on the issues facing our reefs at the same time. We think that's a pretty big deal!

If you've got any questions, just email us at hello@reefcheckaustralia.org.



REEF CHECK AUSTRALIA COMMUNITY FUNDRAISING KIT

FUNDRAISING INFORMATION

This resource is designed to help amazing people like you who want that warm fuzzy feeling you get with fundraising for Reef Check Australia.

The pack includes an event planner, advice on how to choose an event and make it a success, sponsorship sheets, instructions on how to send through funds and how we acknowledge your great efforts!

Importantly, there is also a letter of permission to fundraise. Fundraising is a responsibility, as you are helping people invest in a great cause.

This letter is to make sure we're all on the same page with goals & activities for your fundraiser. It also helps you demonstrate to your donors that your initiative is legit!

Please read the letter closely and acknowledge the terms with your signature. Then send us a copy!

A signed copy of the Permission to Fundraise letter must be returned to Reef Check prior to the event taking place.

The letter confirms that the fundraiser only has permission to call this a "Fundraiser in Support of Reef Check Australia" (rather than a Reef Check Australia event).

If you aren't sure about any of these details, feel free to get in touch!
hello@reefcheckaustralia.org

THANK YOU FOR BEING AN OCEAN ACTION AGENT!



REEF CHECK AUSTRALIA COMMUNITY FUNDRAISING KIT

FUNDRAISING PERMISSION LETTER

This is to certify that _____, henceforth known as “the fundraiser”, has permission to run a fundraiser in support of Reef Check Australia (RCA).

The fundraiser assumes all responsibility for obtaining any necessary permits required and must ensure that their fundraising is in compliance with all applicable laws.

The fundraiser will ensure that activities are in line with RCA’s values and are safe, inclusive, respectful and environmentally responsible.

The fundraiser agrees that if the fundraising event includes the sale of products, they will request prior approval from RCA that the products fall in line with the charity’s principles and values.

Only supplied RCA material will bear the RCA logo. The fundraiser cannot use the Reef Check Australia logo on any unapproved material. Any other promotional products can use the words *“In support of Reef Check Australia”*.

RCA will supply planning materials to assist with this event and may, upon request, supply further promotional materials as needed.

100% of funds raised will be sent to RCA within one month of the fundraising event taking place. RCA will not incur any costs for the fundraising event.

The fundraiser should sign and return one copy of this letter to Reef Check Australia and may sign and keep a copy to display at their event.

Your signature:

Your name:

Your email:

Your contact number:

REEF CHECK



AUSTRALIA

REEF CHECK AUSTRALIA COMMUNITY FUNDRAISING KIT

STEPS TO ACTION

Want to run an event to help Reef Check Australia, but not sure where to start? Here's a few ideas to get you going. Tweak any of these, or just make up your own!



BAKE IT

Everyone loves a good bake sale! So if you're a whizz in the kitchen, why not rustle up some delightful treats to raise funds? (Top tip – avoid this one if everyone you know is on a diet!)



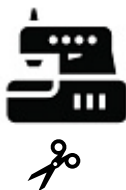
QUIZ IT

Do your friends and family love a good quiz night? Don't wait for the local pub to get their act together – organise it yourself. You could even go for a themed/costumed quiz!



DON'T SAY IT

Better known as a sponsored silence. Here's one for the mums to get the kids to do. Just remember, the longer they stay quiet, the more money you'll have to give them!



MAKE IT

Are you artsy crafty? Plenty of ways you can DIY for a cause! You might also like to ask your friends to join in for a crafter-noon!



MOVE IT

Take part in a sponsored run for Reef Check Australia. Or maybe even develop your own exercise focussed event. One dollar per burpee sounds great! (As long as you can do more than two burpees of course).



WORK IT

See if your work (or school) will let you run a dress down day or morning coffee fundraiser.



RAFFLE IT

Get local businesses to donate items to raffle or auction. Remember if you hold a raffle you'll need to check the relevant laws in your area for this!



SHOW IT

There are plenty of inspiring movies you might want to share with friends and family. Many cinemas will allow you to book out a theatre and sell tickets. Choose an ocean themed movie, or a blockbuster just released!



REEF CHECK AUSTRALIA COMMUNITY FUNDRAISING KIT

LETS START PLANNING!

WHERE WILL YOU HOLD THE EVENT?

- ✓ Consider the best venue for your event. For example, if it's a bake sale, you will want somewhere with lots of passers-by.
- ✓ Are you planning on holding your event in a public space? If so, you may need to contact council to get permissions.
- ✓ If you want to hold an event on a shopping strip, you may also need approval from the Malls Management Authority.
- ✓ Doing a sponsored physical activity? Why not ask at your local gym if you can hold it there. Maybe they'd agree to put up a sponsor sheet at reception for you!
- ✓ If you are holding a sponsored event and you're still at school or college – check if you are allowed to look for support from fellow students.

HOW WILL YOU ORGANISE IT?

- ✓ Who will support your event and how?
- ✓ Try contacting local businesses to ask them to sponsor you or donate an item if you are running an auction etc.
- ✓ Tell all your friends and family and make sure they help you spread the word.
- ✓ Write to your local paper or call your local radio station and tell them what you're doing - they may be willing to do a story promoting the event, or even come along on the day if it's something like a head shave!
- ✓ Tell us what you're doing! We can promote your event too.

WHAT WILL YOUR EVENT BE?

- ✓ Think about other things you can do to make your event stand out.
- ✓ Make sure you have a camera to take lots of photos on the day (or have someone take them for you if you're busy).
- ✓ Make a poster and ask local businesses to put it up/ask council about posting in your area.
- ✓ Think of a fun and memorable name for your event, and set up a Facebook event page for it.



REEF CHECK AUSTRALIA COMMUNITY FUNDRAISING KIT

EVENT PLANNER: BEFORE THE EVENT

EVENT NAME:

EVENT DATE:

ACTION	PERSON IN CHARGE	COMPLETE BY DATE	TICK WHEN COMPLETE
Decide on event type			
Choose date / time			
Find venue/ Get approval			
Send Permission Letter & event details to RCA			
Make poster			
Contact local media			
Create Facebook event			
* Develop event budget			
* Secure sponsors			
* Draft speech (consider acknowledgement of Traditional Owners)			
* Print paperwork			
* Organise tables/chairs			
* Organise audio visual			
* Source prizes / sponsors			
* Make products to sell			

*ENTER N/A IF NOT APPLICABLE TO YOUR EVENT



REEF CHECK AUSTRALIA COMMUNITY FUNDRAISING KIT

EVENT PLANNER: AT THE EVENT

EVENT NAME:

EVENT DATE:

ACTION	PERSON IN CHARGE	COMPLETE BY DATE	TICK WHEN COMPLETE
Arrive on-site early with an excellent attitude!			
Undertake safety checks & briefings			
Have your camera ready!			
Get help from an assistant / sidekick / fellow organiser			
Check your equipment (laptops, projectors etc)			
Display Reef Check materials			
Set up the event area			
Have your donation sheets, money tin & pens ready			
* Set up display of any fundraising items for sale			
* Have tickets ready			
Be the host with the most – thank guests & supporters			
Take lots of event photos! (Make sure you ask permission to share them)			

*ENTER N/A IF NOT APPLICABLE TO YOUR EVENT



REEF CHECK AUSTRALIA COMMUNITY FUNDRAISING KIT

EVENT PLANNER: AFTER THE EVENT

EVENT NAME:

EVENT DATE:

ACTION	PERSON IN CHARGE	COMPLETE BY DATE	TICK WHEN COMPLETE
Send thank you notes as required			
Clean up venue			
Update social media			
Follow up on any promised funds that were not collected			
Send photos and stories to local media and RCA			
Send donation to RCA!			
Give yourself a pat on the back!			

*ENTER N/A IF NOT APPLICABLE TO YOUR EVENT