

Asthma WA

FUNDRAISING KIT

ASTHMAWA.ORG.AU

HOW TO RAISE MONEY FOR PEOPLE LIVING WITH ASTHMA

ALL THE INFO
YOU NEED ON
HOW TO GET
STARTED

TIPS AND TRICKS TO HELP YOU

LOTS OF TIPS
AND TRICKS
THAT WILL HELP
YOU ALONG THE
WAY

PROMOTING YOUR EVENT

IDEAS ON HOW TO
INCREASE YOUR
SOCIAL MEDIA
PROFILE OF THE
EVENT

INFO ON MAXIMISING YOUR FUNDRAISING POTENTIAL



WHY FUNDRAISE FOR ASTHMA WA?

**OUR GOAL IS TO ACHIEVE ZERO DEATHS IN
WA FROM ASTHMA AND YOU CAN HELP US
GET THERE**

According to the stats, one person every fortnight dies from asthma in Western Australia. That amounts to over 440 across this great nation of ours and the bottom line is, in this day and age, not one single person should die from asthma.

Every death is preventable. There are medications that will keep your asthma from stopping you from having a complete and full life. However, 75% of people living with asthma do not have an asthma management plan.

Our role at Asthma WA is to educate and empower all West Australians to take control of their respiratory health. We have a team of educators who tirelessly work with West Australians to implement plans for them to take control of their asthma instead of letting asthma take control of them.

The more people we can put on the ground in these education roles, the better chance we have of

achieving our goal of zero deaths in WA from asthma.

The chronic condition is the #1 reason for people to present to the emergency department at hospital. It is also the #1 reason for sick leave in the workplace. The reason for this, is because 1 in 10 people have asthma - that's over 2.5 million people in Australia.

Your help by fundraising for Asthma WA will ensure we are able to continue providing education and support to people of all ages who are living with asthma.

Good luck with your fundraising and we thank you from the bottom of our heart for helping us achieve our goal.

WE'VE GOT STACKS OF IDEAS

TO HELP YOU FUNDRAISE

We have heaps of ideas on how you can fundraise on our website at asthmawa.org.au, but here's some to get your started...

Walk, Run, Skate!

Whatever you do well, do it in an epic way and raise \$\$\$

Cultural Event

Organise a cultural event or food festival

Car Rally

Get your friends or work mates involved for a Sunday drive

Workplace Giving

Talk to your employer about matching funds raised

Instead of Gifts

Instead of getting gifts, ask people to donate

Raffle

Organise a prize and sell tickets to win the raffle prize

We've got stacks more ideas and thought-starters for you to look at online at asthmawa.org.au



MAXIMISING YOUR FUNDRAISING POTENTIAL

➔ Using our logo



Once you have been authorised to fundraise for us, you will receive the Asthma WA Community Fundraiser logo which can be included in your marketing materials. However, you need to have anything with the logo on it approved by Asthma WA, so just shoot us an email with your marketing post or poster on it first before you post it or before you get it printed.

➔ Online donations



Making donations online is convenient for you and your supporters, reducing the need to handle cash and receipts.

Set up an event page on everyday hero and nominate Asthma WA as your charity. Then you can use your unique webpage link to send to your friends, family and workmates via email or social media posts, but don't forget to let Asthma WA know you've set up your special page, so that if everyday hero call us, we can verify your authority.

➔ Matched giving



Some companies will offer matched giving for any funds raised. So if you are running a community fundraiser at your work, consider asking your employer

whether the company would consider matching the funds raised by staff.

Also ask local businesses whether they would be willing to sponsor your event to help you keep the costs down. If their business will receive good exposure, they may be willing to come on board with a prize or some cash as a donation.



PROMOTING YOUR FUNDRAISER

Publicity for your fundraising event can be very important, as it attracts support from different areas within the community.

Organising publicity is not too difficult, but it does take some time and planning to ensure it is done in the most effective way.

We have limited resources at Asthma WA, so we appreciate any effort you can make to publicise your upcoming event. We are happy to provide guidance and advice to ensure that your publicity is as effective as possible.

There are many ways of promoting your fundraising event including:
School newsletters;

- Facebook and other social networking sites;
- Shopping centre noticeboards or shop window displays;
- Websites;
- Community Radio;
- Your local Community Newspaper;

Think of a catchy name for your event or use an eye-catching photo or picture with your publicity to get people talking about your event.

Try giving people something that will jog their memory about the event, such as a flyer or invitation. What have you seen before that had an impact on you?



DON'T BE AFRAID TO

ASK PEOPLE



If you are producing a poster to publicise your event, make sure the information contained on it is brief, punchy and accurate. Don't mix more than two fonts or typefaces on your poster and make sure the information is clear, well-spaced and easy to read.

Consider approaching a printer to see if they can do a special deal for you in exchange for having a credit on your poster. Make sure you get a reliable group of people to distribute the posters. Don't display them too early or too late – around four to six weeks prior to your event should be suitable.

Don't be afraid to ask people to help you in promoting your event. Often shops and schools will be happy to promote an event when they know that the money raised will be given to a good cause.

Another good approach is to ask a local personality to help promote your event. This may be the local Mayor, local publican, an entertainer or sports person. Having the help of someone like this will draw more attention to your event and will present many more publicity opportunities.

These days the quickest way to get the message around is by creating an event on your Facebook page and inviting all your friends to it.

Remember though that you must get Asthma WA's permission if you are going to use our logo in any way whatsoever.

If you are speaking to the media or circulating a media release, make sure you don't make any statements without running it past the Asthma WA team first.

Target your media outlets, like local community papers and community radio, and concentrate your efforts on the ones relevant to your audience. Once you have sent your release to a media outlet, make sure you follow up with a phone call. If they would like more information about Asthma WA please direct them to our Marketing & Communications team on 9289 3600.

Remember to take lots of photos of your event to use for future promotion. Your local newspaper may appreciate a photograph and details of your event to use in print.





**WHAT
DO I DO
NOW?**

IT'S EASY

**JUST GO ONLINE
AND REGISTER**

ASTHMAWA.ORG.AU