



# Your guide to fundraising

Thanks for supporting Kiwi kids!

PRINCIPAL  
PARTNER





KidsCan is New Zealand's leading charity dedicated to helping Kiwi kids affected by poverty.

We help the 1 in 5 children experiencing hardship by providing food, jackets, shoes and health products to low-decile schools and early childhood centres across New Zealand. With these essentials, kids can participate in learning and have the opportunity for a better future.

By fundraising for KidsCan, you're helping to create a better New Zealand for all Kiwi kids. This toolkit will give you all the information you need to run a successful fundraising event.

Thank you for your support!



#### We're here to help

If you have any questions about your fundraising, or would like stickers, posters or collection buckets for your event, get in touch with our friendly KidsCan fundraising team:

**Phone**

09 478 1525

**Email**

marketingadmin@kidscan.org.nz

kidscan.org.nz



Fitness challenge



Wear white at work Friday

# Ideas for your fundraiser

There are many ways to raise money, here are just a few suggestions to get you started.

## Dress Up Day

A fun way for your school or workplace to get involved. Hold a mufti day, a silly tie day, or a colour day, in exchange for bringing a donation to KidsCan.

## Quiz Night

Quiz or trivia nights are always popular! Sell tickets to friends and family and hold a raffle with prizes.

## Fitness Challenge

Get fit and help Kiwi kids at the same time. Ask friends and family to sponsor you to run a marathon, climb a mountain or complete a walk or a long bike ride.

## Give It Up

Whatever your vice, consider giving it up for a month and donate the difference to Kiwi kids in need. You could even ask friends and family to match your donation.

## Bake Sale

Bake up a storm in the kitchen and sell your creations at school or work. A tasty way to raise funds!

## Proceeds From Sales

Some businesses donate proceeds of product sales – and this is very much appreciated. Please note however KidsCan cannot endorse your specific products.

To help  
make your  
fundraiser  
successful

Contact us for fundraising help at [marketingadmin@kidscan.org.nz](mailto:marketingadmin@kidscan.org.nz) for:

- Donation boxes
- Stickers
- Balloons
- Downloadable posters, social media and website tiles.

# Your step-by-step guide to fundraising

- 1 Get inspired and get creative!** Decide on your fundraising event, date and location. It should be something that will inspire people to support and donate. Most importantly make it fun!
- 2 Register to fundraise** via the Fundraising Registration Form on our website and we'll send you all the details you need to get underway, including downloadable resources and our banking details with your own unique reference number. If you need help, contact the KidsCan fundraising team.
- 3 Set your fundraising goal.** Remember to aim high – the more you raise, the more Kiwi kids you'll be helping. You might find it motivating to set fundraising milestones and one overall target to encourage yourself and others to keep giving.
- 4 Share your fundraiser far and wide.** Send it to friends via email, post about it on social media, tell family in person or print out posters for your work lunchroom. You could also reach out to your local paper or community Facebook page and ask them to share your event.
- 5 Bank your funds.** If you have an online fundraising page, such as Givealittle, your donations come straight to KidsCan and your supporters are receipted automatically. If you're collecting cash at your event, our preferred method of transfer is by bank deposit.

## KidsCan banking details

Please get in touch with us at [marketingadmin@kidscan.org.nz](mailto:marketingadmin@kidscan.org.nz) for our bank account details and your own unique reference code, to make payments easy.



# Share your fundraiser

Use your personal networks to promote your fundraising event – your family, friends and colleagues are the best people to help you fundraise. Here's our advice for sharing on different social media platforms.

## Facebook is

- Best used to create an event and share important information
- Great for sharing with local community groups, pages and on message boards
- Targets an older demographic

## Instagram is

- A visual platform, so use images that are visually appealing
- Best for inspirational and happy posts
- Targets a younger demographic
- Remember to use appropriate hashtags (#) to increase your reach

## LinkedIn is

- A great way to reach previous and current colleagues
- Targets professionals interested in networking
- Limited word count: so be succinct



### Tip

Images make a big impact. They tell a story and help to break up big blocks of text. Just make sure the file sizes are small so you're not overloading the recipient's email account.

## Emailing friends and family for support

Here's a message you can copy, paste and personalise to send to your friends, family and colleagues.

Dear (name),

Did you know that 1 in 5 Kiwi kids live in hardship? I've decided to do something to help by fundraising for KidsCan! KidsCan is New Zealand's leading charity dedicated to helping Kiwi kids affected by poverty.

They help children experiencing hardship by providing food, jackets, shoes and health products to low-decile schools and early childhood centres across New Zealand. With these basics, kids can participate in learning and have the opportunity for a better future.

On (insert date), I'll be (insert type of fundraising activity). Please help me reach my goal of raising \$\_\_\_\_\_, by donating to me here: [add the link to your page here]

I'll be posting updates to my fundraising page leading up to the event, so please check back to see how I'm coming along.

If you would like to know more about the important work of KidsCan, check out their website: [kidscan.org.nz](http://kidscan.org.nz)

Thank you for supporting me!



### Tip

When you're posting on social media don't forget to tag us @KidsCanNZ

# Top tips for fundraising

## Start early!

The sooner you begin your fundraising efforts, the more you're likely to raise. Remember to check calendars for any date clashes, public holidays or school holidays, with your event.

## Set a target and aim high

Set yourself an overall target – and let friends and family know what that is and how it will help. You might want to help provide 1,000 hot meals for children (\$2,000). Or raincoats and shoes for 10 kids (\$500). Remember that every dollar helps!

## Keep everyone informed

Share your fundraiser widely with your friends, family and colleagues in person and by email and social media. Let them know how close you are to reaching your goal, how much it means to you and how they can help.

## Sponsorship from local businesses

If your target is high, or your challenge is particularly daring, remember that businesses can support you too! Create sponsorship opportunities that are appealing to local companies like mentioning them on your social media posts, or including their logo on your marathon top.

## Ask at work

Some workplaces have match-giving schemes where they will match every dollar of what you raise - ask if yours is one of them!

## Don't forget to say thank you!

Make sure to thank everyone who contributes to your fundraising, and let them know what a difference their donation makes for Kiwi kids in need.



### Please note

KidsCan is fortunate to partner with some wonderful organisations and brands. Some support us financially, while others provide us with vital in-kind supplies. We appreciate the generous support they offer and are proud they have chosen to align themselves with our cause. Out of respect, we ask that our partners are not approached for any form of sponsorship or support. You can find out who KidsCan's partners are on the Partnership section of our website.

## The difference your fundraising makes

**\$25** provides sturdy shoes and socks for children

**\$25** gives a cosy jacket to keep a child warm and dry in winter

**\$50** can help provide a cosy jacket, sturdy shoes and socks to keep a kid warm and dry

**\$600** helps give a preschooler food, clothing and health products for a year

**\$1,000** will give 500 hot meals for children in need

## Happy fundraising!

Don't hesitate to get in touch with our friendly fundraising team if you have any questions.

