



## Fundraising Kit

### Become a Lifeline WA Legend Today

# Why Fundraise for Lifeline WA?

**Your donation makes a difference - no matter how big or small.**

Thank you for your interest in fundraising for Lifeline WA. By fundraising for Lifeline WA, you will be helping us with our mission to prevent suicide, support people in crisis and reduce the stigmas which can be a barrier to people seeking help.

Lifeline WA is the leading provider of crisis support in Western Australia and we rely heavily on the support of generous, community-minded Western Australians like yourselves to help us sustain our life-saving services.







## Get Started

Let the FUNdraising begin.

**Choose your Fundraiser:** We want you to have fun. Pick an activity that reflects your interests, hobbies, or goals. If you're stuck for ideas, we have some for you on the next page.

**Set a Target:** Our fundraising legends tend to raise more money when they set themselves a goal. Remember that the people in your circle are generous and will probably surprise you so don't aim too low, the skies the limit! You could use the statistics in this pack, so your goal is more tangible for your supporters.

## Get In Touch

We want to hear about what your plans are because we would love to help. Please use our "Get in Touch" form to let us know all your fundraising plans, so we can make sure our objectives align. We are ready to help in any way we can and cannot wait to give you as much support as you want, and maybe even learn a few things from you. The form can be found at [lifelinewa.org.au/Get-Involved/Community-Fundraising](http://lifelinewa.org.au/Get-Involved/Community-Fundraising).

**Some things to keep in mind:**

### Helping Hands

**Volunteers** – we may be able to organise some extra hands to help on the day depending on the size and style of your event

**Lifeline WA Tees and Tins** – these are up for grabs too, depending on your event. Let us know if you would like them

**Lifeline WA Logo** – our 'Proudly supporting Lifeline WA' logo is available, just contact us to get the logo.

### Red Flags

**Lifeline WA cannot be associated with the following:**

- Telemarketing or door to door fundraising
- Anything that does not align with the Lifeline WA mission and values

# Choose Your Fundraiser

## The Big Event

**Come Dine at Mine:** Show off your chef skills and organise a competition with friends. Make the entry fee the donation and organise a trophy for the winner, aka you.

**High Tea:** Get dressed up, get together and get baking for an awesome event.

**Movie Night:** Host a Movie Night in your garden, at your school or at your local community centre. Charge entry as the donation.

**Art Exhibition:** Ask local artists (maybe this includes you?) and craftspeople to donate pieces to exhibit, with the proceeds going to Lifeline WA.

**Rally up some Sports Fans:** Hold a game for Lifeline WA, asking for a donation from players and spectators. Maybe hold a raffle during half time to raise extra funds.

**Car Wash:** Get a group together and offer your services to clean their cars for a donation to Lifeline WA. Suds not your thing? Offer lawn mowing/gardening skills.

**Party in the Park:** Do you live near a park? Invite families with kids for a party in the park. Organise some nibbles and games, and ask for a donation to attend. This is a great way to get to know your neighbours or your child's friend's parents.

## Challenge Yourself

**HBF/City to Surf:** Pick your race and distance then ask friends and family to pick up their feet and/or donate!

**QV Descent:** Abseil The QV1, also known as Perth's highest single pitch building and fundraise for Lifeline WA.

**Rottnest Swim:** Yes this is a big swim, but you can do it as a team. There are also two smaller swims at Rottnest in December so pick a challenge that suits you and go for it.

**Walkathons:** Love to walk and chat – challenge yourself to cover 'X' number of steps over a month and get people sponsor you.

**Give It Up:** Stop eating chocolate for a month, give up shaving, give up something you almost can't believe you are giving up and ask your friends and family to sponsor your challenge.

**Fitness Fundraising:** Already a regular at Yoga? Running Club? Boxing Classes? Awesome! Why not ask the club to dedicate one of their classes to us and have all the proceeds go to Lifeline WA.

## No work and All Play

**Come Casual:** Ask for a donation to wear casual clothes to the office for a week and celebrate with a morning tea on Friday.

**Giant Raffle:** Organise an awesome prize/s that everyone in the office would love.

**Banquet Lunch for the Office Bunch:** Ask everyone to cook something delicious and come together for a beautiful banquet lunch/brunch. Ask for a Lifeline WA donation to take part.

**Auction** off the boss's parking bay for a month and a few other sought-after items but make sure you get your boss's permission first!

**Word of the Day:** This is a great game played in the office over a week. Choose a different word that's banned each day and if anyone uses the word they owe a gold coin donation. There could be a prize for the person who catches out the most people!

**Supporting with your Salary:** Ask your boss if there is an opportunity to set up a salary donation scheme and encourage your colleagues to donate. The small amount comes out of your wages before you even see it (we promise you won't miss that \$5) and it will be donated straight to Lifeline WA.

# Get Ready

**Set a Date. Set a Time and Set a Place:** This makes it official. It is so much easier to plan out all the other elements once you have this locked in. Let the FUNraising begin.

## Set up an Online Fundraising Page:

**Mycause:** If you are planning to create your own challenge activity, or use your birthday or another celebration as an occasion to fundraise, then Mycause could be a good option. Simply visit [mycause.com.au/charity/24113/LifelineWA](https://mycause.com.au/charity/24113/LifelineWA) and follow the step by step instructions.

**Facebook:** You can also use Facebook own fundraising tool to support Lifeline WA over your birthday or special occasion by selecting 'Support a Charity' and searching **Lifeline WA**, when you make a post. For more information visit [facebook.com/help/990087377765844](https://facebook.com/help/990087377765844)

These platforms make fundraising easy, helping you design your own page to support your event and making it easy to share. These platforms also automatically generate tax deductible receipts for your donors and the funds come straight to Lifeline WA, EASY! If you are not computer savvy that is ok too just give us a call and we can walk you through it.

# Get Noticed

**Shout it from the rooftops:** Your biggest supporters will be the people who already think you are great. Use Facebook, Twitter, Instagram, LinkedIn, email, and word of mouth to tell people what you are doing and why you are a Lifeline WA legend!

**Bosses Backing:** Lots of companies encourage staff to participate in charitable events and fundraising. Ask your boss if they are willing to include something about you on the company's website, intranet or newsletter. Some companies also offer a donation-matching scheme, where they will match the amount of money an employee raises. Just have a chat with your boss and see how they can help.

**Social Media:** Lifeline WA encourages you to post about your fundarising activities and 'tag' Lifeline WA. This will keep us up to date on how your fundraising is going and will allow us to 'Like' and comment on your posts to cheer you on, and encourage others to get involved with your fundraising activities.

Don't forget to 'Like' and 'Follow' our social media pages so you can see and share our content.

**Facebook: Lifeline WA | Twitter: @LifelineWA | Instagram: Lifeline\_WA | Linked In: Lifeline WA**

## Staying noticed:

- Keep your supporters informed on Social media. The updates are interesting for those who have already supported you and a reminder for those who have not got around to it yet.
- Boost your fundraising with something extra. Organising a high tea? Include a raffle. Running a half marathon? Auction off the right to choose what you run in.
- Call us. Honestly, we are here to support you in any way we can, and we would love to help with ideas and brainstorming. We want you to reach your target too so do not hesitate to get in touch 9261 4444 or email [fundraising@lifelinewa.org.au](mailto:fundraising@lifelinewa.org.au).







## Getting 'it' Done

### Event

If this is your first event, it's okay to be nervous. Make a list of what you'll need on the day and leave yourself plenty of time. You don't have to do it all yourself, so let your loved ones help you.

### Challenge

You have got this! All the preparation is done and now the most important thing is for you to enjoy your moment. Just keep thinking of the finish line (literally or not).

### At Work

Have some fun in the office. Laughter and togetherness is important for everyone's mental health, so encourage others to get involved in your office plans to make your fundraiser a success.

## Get to the End

**Keep Fundraising:** Lots of people will donate after they have seen what a great job you have done. Post photos of your event or challenge. Its perfect way to prompt anyone who still hasn't donated.

**Thank You's:** It's a small gesture but it goes a really long way. These are the champions who have helped you achieve your fundraising goal so make them feel good about it. Make sure you keep us up to date so we can thank YOU too. After all you are the fundraising hero and you deserve it!

## Donating to Lifeline WA

### Deposit at your local branch

Account name: Living Stone Foundation Inc.  
trading as Lifeline WA  
Account number: 14-252-5048 | BSB: 086 006  
Please notify fundraising@lifelinewa.org.au after  
you have made your deposit.

### Online donations using Credit Card

Please visit [www.lifelinewa.org.au/donate](http://www.lifelinewa.org.au/donate)

### Electronic Funds Transfer

Institution: National Australia Bank Perth  
Account name: Living Stone Foundation Inc.  
trading as Lifeline WA  
Account number: 14-252-5048 | BSB: 086 006

### Everyday Hero, Mycause or Facebook

If you have used the funds go directly to us, so  
you don't need to worry about this step.

# Thank you again for becoming a **Lifeline WA Legend**

Remember we are here to help you so please don't hesitate to get in touch!  
We don't believe in silly questions.

Email: [Fundraising@lifelinewa.org.au](mailto:Fundraising@lifelinewa.org.au)  
Call: 9261 4444



Urban Descent Participants

Christine - Lifeline WA Telephone Crisis Supporter