



WAYS TO RAISE AWARENESS AND RAISE FUNDS

We want to make it easy for you to find fundraising ideas that best fit your business, industry or school. Start your fundraising by trying out some of these fundraising ideas. If you still need help [email](#) us!

Access the marketing material provided on our [Boss Bootcamp downloads](#). Tailor the following templates to suit your needs:

- Poster
- Logo
- Media release
- Email signature

Add your new Boss Bootcamp email signature to the bottom of your work and personal emails and ask your staff/students/team to do the same.

FUNDRAISING IDEAS

Whether you're a Boss of a business, school, club or at home, here are a few fundraising ideas to help you get started:

TEAM BUILDING

While you're preparing for Boss Bootcamp there are lots of ways that your staff can play a part and contribute.

- Organise an internal Boss Bootcamp, a great team building exercise for staff to make them feel like a part of the action. Engage a personal trainer or gym to set your course.
- Instil a little internal competition; asking each department to raise funds and the one that raises the most money wins a prize e.g. pizza for lunch or an early minute.
- Ask the staff if they would be willing to donate a small percentage of their wage each pay-run until BOOTCAMP is over. Donations over \$2 are tax deductible.
- Invite the staff to join you with training sessions for a gold coin (or small) donation.

RAFFLES/AUCTIONS

A raffle or an auction, know your audience – for example if selling within the company then perhaps prizes as follows to encourage sales:

- An afternoon off work
- Lunch with you/board/other staff
- Or tickets to the Company's Corporate Box



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EVENTS

- Casual Day – pick a date circulate message to staff to come in casual clothes for a gold coin donation.
- Luncheon – charge \$10 to \$20 per person and organise a shared lunch in the staff room.
- Garage sale – organise to have it in the car park at work or at home. Ask staff/family and friends if they would like to have a stall for a small fee. Promote all proceeds from garage sale to go to Legacy.
- Host a beer and wine night, charge \$15 ask everyone to bring either a bottle of wine, bubbles or beer and use these for the tasting.

MAKE THE ASK

- Place a Legacy collection tin on the front counter, put a sign up telling people what you are doing and where the money will be going. Donations over \$2 are tax deductible.
- Ask other local businesses if they would have a collection tin on their front counter.
- When sending company invoices/emails/letters add a personal message about the challenge, why you've chosen to be a part of Legacy's Boss Bootcamp and ask them to support Legacy too.
- Add your online fundraising page link to all your communications.

DOLLAR MATCHING

- Check whether your company will dollar (\$) match your fundraising dollar?

ASK LOCAL CAFES TO GET INVOLVED

- Ask the local café if they could donate \$1 from every coffee sold for a day. Let them know you are raising funds for Legacy and that you will promote the cafes involvement internally and to other surrounding businesses.

FACTS

A key element of fundraising is to engage with your potential donors by sharing stories and facts. On the [Boss Bootcamp](#) website we have a range of stories from families we have helped, facts about Legacy, who we are and what we do. We have videos and visuals that can be used to reinforce your message.

ONLINE FUNDRAISING PAGE

- Check your fundraising page regularly to gauge your progress, to thank your sponsors for their kind donations and to keep them informed e.g. training, invitations to fundraising events, news, reaching milestones and most importantly reaching or exceeding your fundraising target.
- Our team will send updates and additional fundraising tips along the way, and are happy to discuss any ideas or questions you have.





COMMUNITY YARD SALE

How It Raises Money: Entry Fee and General sale

Everyone has a home, closet or garage full of things that they need to get rid of, so urge your staff/students to seek out their unwanted items, clothes, furniture, books, bric-a-brac to donate to a good cause. Secure space within your school grounds, organisations car parks, and/or general community centres, advertise locally with flyers and through your office or school, or on Social Media or Gumtree. Charge entry fee for those who would like to sell for themselves then set up the stalls with your goods, volunteers and the resources you'll need.

BINGO

How It Raises Money: Entry Fee and General sale

Everyone loves a game of BINGO it's a fun and easy to plan event, suitable for all personalities and ages. Purchase a bingo set or see if one of the community centres would run a Bingo Night at which you might be able to tap into or you may be able to borrow/hire a set of BINGO balls, cards, and markers/tabs.

OUTRAGEOUS DARE FOR CHARITY

How It Raises Money: Sponsorship

Do you have supporters willing to go the distance to show their passion for your cause? If so, then consider daring them to perform something outrageous for charity. They can camp on the roof of your building or dye their hair a funky colour, wear their pyjamas to work one day, anything as long as it's outrageous! Promote through all avenues, from social media to your website and email newsletter to maximise exposure to bring in more sponsorships.

MOVIE NIGHT

How It Raises Money: Entry fee, General sales (concessions)

Invite your staff, students, customers, and suppliers to a family movie night. This fundraiser guarantees a crowd! There are small local theatres and companies out there that provide movie night equipment rentals. To minimise your expenses, ask a local business to sponsor the event and cover the cost then everything raised will be pure donations.

KARAOKE

How It Raises Money: Sponsorship, Entry fee

While it's not for the faint at heart, karaoke definitely has the potential to lift the spirits and wallets of your donors. Along the way, everyone may just make 'a little fool of themselves', but they will have fun doing it, and it's all for a good cause! Make it a Friday night at your workplace or school and have some light refreshments on offer, brought in by the staff/students to share around. Before you rent high-quality karaoke equipment, ask around to see if you can borrow some at one of the hire companies, if they know it's for charity there's a good chance they will provide it for you free of charge.





WINERY TOUR/PUB CRAWL

How It Raises Money: Entry fee

Get the attention of supporters and wine/beer lovers in your community with a Wine Tour or Pub Crawl. Plan your route ahead of time, and enlist the support of the local wineries, bars and hotels on the route. Consider ordering our Merchandise such as matching Boss Bootcamp T-shirts for all the participants. If you're looking to go above and beyond, take donation buckets along the way to encourage other winery/bar/hotel patrons to join in on the fun (you will need permission from the wineries/bars/hotels to collect donations). Drink responsibly of course.

Remember this is a fun, fundraiser, not an excuse to drink to excess.

Ask Legacy to provide the collection containers and volunteer badges for this type of fundraiser.

BOARD GAME TOURNAMENT

How It Raises Money: Entry fee

Teams of people compete together during a board game tournament to raise money. Ask local businesses to donate prizes for tournament winners, and of course, there are always the bragging rights!

COOK OFF

How It Raises Money: Entry fee and sales

Organise a staff cook-off, this fundraiser works really great in workplaces; encourage staff to cook their favourite food and have the other staff purchase from them, everyone's a winner donating all the money raised. Don't forget to supply some small inexpensive prizes for winners, such as a bottle of wine, certificate or even a ribbon.

SCAVENGER HUNT

How It Raises Money: Entry fee

A scavenger hunt can be great for schools and families. Create a route and a list of items needed to be collected to win the hunt. To spice it up, encourage participants to donate extra money to "unlock" special hints and clues.

GOLF TOURNAMENT

How It Raises Money: Sponsorship, Entry fee

Golf is very popular, and businesses are often willing to pay for their employees to play a round in the name of charity. Contact your local golf course for their support. Challenge other businesses or industries to make it more interesting. Offer incentives like a hole-in-one and wooden spoon prize. It's important to note that golf tournaments can take a lot of preparation. If you have a volunteer base eager to assist, then it might be a good idea to form an organising committee for this one.





PANCAKE BREAKFAST

How It Raises Money: Sales

Host a pancake fundraiser breakfast for your workplace or school. All you'll need is the ingredients, a BBQ and some volunteers. Set your sell price but don't forget to factor in food costs, ideally to minimise your expenses, ask local businesses to supply the ingredients. It's great fun for the entire community, everyone loves pancakes! Don't forget to market the event through all avenues, from social media to your website and email newsletter.

ONLINE SALES

How It Raises Money: General sale, In-kind donations

On-line sales of gifts and service vouchers are easy to run and manage. Check out some of the more popular online sales platforms such as eBay or Gumtree. Ask local businesses to donate something special and don't forget to mention them and their generosity in the ads, it's great advertising for the business and demonstrates their corporate social responsibility.

TEA/COFFEE DONATION

How It Raises Money: Consumption donation

Many workplaces offer free tea and coffee for their employees and visitors, so consider placing a donation jar next to the facility. Drinkers can be encouraged to drop 50 cents into a jar for each cup for example.

GIVING TREE

How It Raises Money: General donation

This is a popular visual fundraiser. Set the tree up in your reception area or lobby or another public area to maximise exposure. Have leaves printed in-house and when someone donates, swap the money for the leaf, just hang a leaf on the tree in their name and donate the funds to Legacy.

RESTAURANT FUNDRAISER

How It Raises Money: Paid per redemption

Hand out flyers and encourage supporters to grab a meal at a supporting restaurant. The more flyers passed out and redeemed earn donations back from the restaurant. It promotes their business and you get some commission for a donation. Put flyers in with your accounts and other mail as they go out; as long as the participating restaurant is reasonably close by, it should help with promotion.

SAUSAGE SIZZLE

How It Raises Money: Sales

Whether you're a business or a school a sausage sizzle is ideal. You can approach your local shopping centre or have it in your car park or school. To minimise your expenses, ask local businesses to supply the ingredients or to at least give you a charity discount.





LUNCH AND LEARN

How It Raises Money: Entry fee

Educate the community members about your cause (Legacy) with a lunch and learn. Ask one of the Legacy Boss Bootcamp Team to be the guest speaker. To save money, make it a 'brown bag' lunch, e.g., bring your own lunch!

AWARENESS WRISTBANDS

How It Raises Money: General sale:

Build on the momentum by selling your own awareness wristbands as a fundraiser. Purchase your custom silicone [Boss Bootcamp](#) wristbands and resell them. Go to our [merchandise](#) page to purchase your pack of 10.

JEANS DAY

How It Raises Money: Gold coin donation

Let your staff/students wear jeans for a day. Make it a weekly event during the fundraising period and collect gold coin donations for the privilege. You'll be amazed at how much people are willing to pay just to wear their jeans!

SOCIAL MEDIA BLITZ

How It Raises Money: Online fundraising

Engage your social media followers with messages about a day-long online fundraising campaign.

Let your supporters know ahead of time that you'll be running a one-day fundraising blitz. On the day of the event, plan special images, videos, and stories that will encourage your audience to make a donation online. Check out the [Boss Bootcamp](#) website for content.

PRIME PARKING SPOT

How It Raises Money: Pay per car park

Give up your car park, raffle or auction it off or offer a car park to your employees for a small donation. For a steady stream of donations, you can also ask local businesses to offer this fundraiser perk weekly during the fundraising period.

REGISTER WITH GROCERY STORES/CASH BACK

How It Raises Money: Cash Back

Many grocery and chain stores, such as Target, Foodland, IGA give a percentage of sales back to their communities. Jot down all the stores in your community and do a bit of research. Sometimes, you may just need to apply for a donation in-person or by letter from the company. Other times, you may have to register online and ask them to designate a percentage to Legacy.





HUNGER CHALLENGE

How It Raises Money: Sponsorship, Online fundraising

Fast for a day or weekend to raise funds and circulate your online fundraising page to encourage sponsorships for the challenge.

SCHOOL CLOTHES CHALLENGE

How It Raises Money: Entry fee

This one's great for schools! Ask students, faculty, and staff to wear something fun or funky for a day in exchange for a gold coin donation to raise funds for Legacy.

MAKE SOMETHING/CRAFT FAIR

How It Raises Money: General sale

Ask your supporters to donate handmade items for sale.

Try planning your 'Make Something Sale' a few months before the actual event to give your artists enough time to make their creations. Plus, it leaves you with ample time to advertise.

HOST A TALENT SHOW

How It Raises Money: Entry fee and General sale

Your community, particularly in a school, has incredible talents, allow them to show them off while raising funds through ticket purchases, food, and beverage.

WORKOUT CHALLENGE

How It Raises Money: Entry fee and Sponsorship.

Participants enjoy a workout (or a series of workouts) and raise funds for your charity. Check local Fitness Clubs to see if there is a personal trainer. Ask if they'd be willing to run a series of workouts where proceeds would be diverted back to you for Legacy.

ART SALE

How It Raises Money: General sale & Entry fee

Do you have budding and professional artists in your community? Charge an entry fee. Ask them to donate their art to Legacy and have an art sale. Think of this event as an exclusive, swanky craft fair. Rent space from a local gallery (or set up a gallery in your office/school); have a semi-formal or a casual dress code, serve nibbles and drinks and you can even incorporate a raffle.

BAKED GOODS SALE

How It Raises Money: Entry fee, Sponsorship

Get baking and sell baked goods for a 'good' cause; this can be done in conjunction with a BBQ or as a standalone event.





ART CLASSES

How It Raises Money: Entry fee

Organise an art class. Ask an artist to donate their time to give a fun educational class and ask for an entry fee donation. Organise nibbles and drinks either for sale or as part of the package.

GRILLING/BBQ CONTEST

How It Raises Money: Entry fee, General sale

Host a BBQ contest and fundraiser at the same time. For a BBQ contest, you'll need a large space (like a parking lot), judges, and a whole lot of napkins. Ask your participants to bring their own BBQ's, or bring some pre-cooked meats. Winner gets bragging rights, and all visitors get a huge plate of yummy meats and sides.

ICE CREAM FEAST

How It Raises Money: General sale

Everyone loves ice-cream! Host an ice-cream feast to raise money to reach your goal for Legacy. Don't worry about going crazy with ice-cream flavours; most people will be happy with vanilla and chocolate. However, don't skimp on those sprinkles, cherries, and other toppings. The kids will love you for it!

FACE PAINTING

How It Raises Money: Pay per activity

Face painting is fun for the whole family and a surprisingly lucrative fundraiser. Try to find a face painter who will donate their time to set up a booth at a community event. Kids ALWAYS want their faces painted, for a gold coin donation, and it's a bonus for everyone when the money is going to a good cause like Legacy.

FLOWER SALE

How It Raises Money: General sale

Ask around see if anyone has an abundance of flowers, use your creative skills to put bunches together to sell at your workplace, school, market or local green grocer. Then, use your networks to start selling with all profits going towards your fundraising goal.

'ARE YOU SMARTER THAN A...' TRIVIA NIGHT

How It Raises Money: Entry fee, Sponsorship

If you work with kids, eg in a school, then this is the fundraiser for you. Host a trivia night, such as one mirroring the popular show 'Are You Smarter Than a 5th Grader'. You'll need a fair bit of planning for this one!





ORNAMENT SWAP

How It Raises Money: Entry fee

Supporters bring 2 ornaments that will be swapped, white elephant style, at an ornament swap party. At the end of the day, everyone winds up with 2 new unique ornaments!

Provide food, beverages, and a festive atmosphere and use the event as a way for your donors to mix, mingle, and connect with one another and get involved in the cause and your other fundraisers.

LOCAL CELEBRITY APPEARANCE

How It Raises Money: Entry fee

Does your community have a local celebrity that makes special appearances?

If so, get on his/her schedule. Comedians, musicians, television personalities, chefs - celebrities of every genre and calibre live all around the world. Work with your favourite local celebrity to host a unique celebrity appearance fundraiser.

COOKBOOK

How It Raises Money: General sale

Ask your supporters to submit their favourite recipes to be placed into your organisation's cookbook. Then, sell those cookbooks to friends, family, and supporters, cookbooks also make great gifts!

CHECK LIST

When undertaking food & drink fundraisers, and collecting cash donations, please make sure you cover all the bases, depending on your fundraising event or campaign, you may need to:

- Talk to your local council regarding food & hygiene?
- Check with authorities regarding selling of alcohol and licensing?
- Seek assistance from Legacy regarding collecting cash donations in public?
- Check with authorities regarding license for raffle or lottery prizes over a certain value?

If you have any questions at all that are not covered in the above or within the [FAQ's](#) please do not hesitate to [contact us](#).

