

# Echo International Inc.

## Fundraising Information Pack



One day we hope to see a world free from poverty, slavery, abuse and all violations against human rights. A world in which every person has the opportunity to maximise his or her potential, and maintain a sustainable, harmonious existence.

100% of the money you raise for Echo International goes direct to those in need. We are run by volunteers and your money does not get spent on administration. Get started on your fundraiser today and help some of the worlds poorest people.

### **Support the continued education of a young person:**

School supplies	\$10/student
Food	\$25/week
House and living	\$100/month
University fees	\$1,000/year

### **Contribute to community development projects:**

Sporting equipment	\$100
Art program	\$250
School kitchen supplies	\$500
School furniture	\$1,000
School computers	\$5,000
School building materials	\$10,000

# Fundraising Ideas

## Raffle

Hook up an awesome prize, preferably for free if you're able to sweet talk a local business. Give your raffle a cool name that will get peoples attention, and and sell 100 tickets at \$2 each.

## Sporting match

Take on your friends and family in a friendly team tournament. Choose a sport that people love, like bowling, cricket, croquet, football, tennis or volleyball and book a spot at your local facility. Promote your event locally and charge players \$5 to take part.

## Band night

Get your musician mates together a host a band night to showcase local talent. Book a night a popular live music venue and get everyone involved to sell 150 tickets at \$10 each. Make it the night to remember! You'll find some great tips on promoting your event within this kit.

## Movie night

Choose a film that friends and neighbours want to watch. Host a back-yard open-air screening or cosy up in the living room – and ask for a donation before the viewing. Make it a movie marathon or have guests dress up in theme, with home-made popcorn you're onto a fundraising blockbuster.

## Bake sale

Have a bake-off at home and organise an afternoon tea where you can sell the produce to your colleagues at work. Charge for baked items, tea and coffee, and encourage additional donations.

## Garage sale

Need some more room? Organise a garage sale and turn your unwanted clothing, shoes, furniture, plants, music and collectables into cash! Encourage your hoarding housemates to have a clean out and join in the fun. Promote your garage sale locally and online.

## **BBQ**

Organise a BBQ or picnic in the park. Choose a date at a good time of year and make a contingency plan in case of bad weather. Get food and wine from local producers and ask for donations from your suppliers where possible. Have guests donate at your event on the day.

## **Group auction**

Get a group of friends together, each with a special skill or service they can offer.

Auction each person off for a day to the highest bidder.



## **Cycling**

Take off on a sponsored ride or spin marathon at your local gym. Motivate yourself and others to get fitter whilst helping others. Organise a cross-country ride or to cycle to work for a month.

## **Host a dinner**

Invite 20 people to a dinner party at home. You'll find menus and invitations in this kit. Charge \$50 for a three course meal and raise \$1000 in one night. Encourage your friends to host a dinner too.

## **Go casual day**

Organise a go casual (no-uniform) day at work or school. Have a collection and make everyone pay \$2 to go casual on the day.

## **Big night in**

Swap a night out for a night in. Host a pyjama party, watch movies and have a board game marathon. Have guests donate all the money they would have saved from going out.

# Trivia night

Trivia nights are fun and easy to run, and have great potential for fundraising. The Quizmaster asks a series of questions and participants form teams to give the best answers.

## Materials

Visit [3streetstrivia.com](http://3streetstrivia.com) and use the simple Trivia Wizard to get the materials that will best suit your audience. The wizard lets you preview the questions and choose custom rounds to make your event fun and unique. Print your materials and get to work.

## Planning

You'll need enough answer sheets and puzzle sheets for all your teams. Teams consist of 5 to 10 players, so if you expect 100 guests, plan accordingly. The package includes hint sheets for the host on how to ask questions, when to give answers and how to keep score. Bring enough pens for all teams, a calculator to tally up scores and raffle books if you plan on it during the night.

## Venue

Choose a space that will suit the size of your crowd. If it's larger, make sure you have a microphone and PA system and you have some music ready for in-between rounds. Have food and drink available and fundraise on this if possible.

## Host and helpers

A great host will make all the difference, someone confident, well-spoken and happy to be the centre of attention. A couple of assistants to gather answer sheets, hand out prizes and tally results will help too.

## Prizes

Keep them interested with small prizes at the end of each round and a major prize at the end of the night. Seek sponsors for your prizes and supplement your fundraising income on the night with raffles, auctions and bonus rounds.

## Promote

Spread the word. Make sure that as many people as possible find out about the event. Trivia nights are notoriously great fun so you're only limited by how you can promote yourself. If you charge \$15 a player and attract 200 players, you can raise \$3,000 just from entrance fees alone.

## Trivia Night Run Sheet

1. Collect entry fees and have the players form teams at a table.
2. Let people know when the event is going to begin
3. Briefly explain the rules and outline the night's schedule.
4. Explain the number of rounds and how players are to fill in their answer sheets.
5. Encourage team mates to come up with their team names and write on answer sheets.
6. Read through the questions of each round, enough time for players to fill in answers.
7. At the end of each round collect the team answer sheets, mark them, then hand back to the teams.
8. During breaks, sell raffle tickets, and draw raffles when ready.
9. Raise more money with a game of heads or tails. All stand and, for each flip of the coin, put their hands on their head (or tail). Those who guess wrong sit down until one winner is left.
10. At conclusion, read the scores from lowest to highest and encourage applause for all.
11. Give out prizes and awards.
12. Thank players for participating and explain how funds will assist the work being championed by Echo International.



## A-Z of Fundraising Ideas

Afternoon tea	Football match	Quiz night
Art exhibition	Fun run	Raffle
Auction	Garage sale	Readathon
Bad taste party	Garden party	Recycle drive
Bake off	Go cold turkey	Silent auction
Barbecue	Golf day	Skinny dip
Beard growing	Head shave	Sleepover
Beer Olympics	Internet auction	Speed dating
Bike ride	Jazz night	Sports day
Bingo	Juggling marathon	Street party
Board game marathon	Karaoke	Swear box
Book sale	Knitting marathon	Swimathon
Bowling	Long lunch	Talent show
Cake sale	Marshall arts	Tea party
Car wash	tournament	Tennis tournament
Cheese and wine night	Murder mystery	Theme night
Coffee morning	Music night	Treasure hunt
Comedy night	Name that tune	Trekking challenge
Cooking competition	Netball tournament	University challenge
Cricket match	New Year's Eve party	Unwanted gift drive
Cycle to work	Non-uniform day	Volleyball tournament
Day spa	Office collection day	Wine tasting
Dinner party	Office Olympics	Xmas party
Disco	Open mic night	Yogathon
Dog walk	Pamper day	Zombie party
Ebay sale	Photography exhibition	
Eighties night	Picnic	
Fancy dress	Plant sale	
Fashion parade	Poker game	
Festival	Pop up shop	
Film night	Pub quiz	



# 5 Steps to Success

From social gatherings to sporting challenges, there are many ways you can raise funds for Echo International. Follow these steps to a successful event.

## 1. Pick something fun to do

If you're the sporty type then why not organise a sponsored ride or sporting match? If social events are more your thing, so how about a wine and cheese night or bingo night? Or get crafty and bake cakes to sell to your work mates. You'll find lots of ideas and inspiration in this kit. Ask your friends, family and colleagues what they think about your idea. Keep it simple.

## 2. Planning is everything

Even the simplest activities need some planning and preparation. The better prepared you are, the more smoothly your event will run. Do your research and find a great venue that will compliment your event. Set a date, a time and a target of how much you want to raise at your event. Avoid clashes with local or national events. Aim to raise at least three times as much as you spend. List your costs and ask for a charitable discount or a donation of goods from your suppliers. Look at ways you can maximise the money you raise, such as holding a raffle at your activity or asking your employer to match your fundraising total.



### Ask business

Ask local businesses for support you. In addition to a monetary donation you could ask them to donate a raffle prize or provide a resource you need. Offer to mention them on social media.

### 3. Promote your fundraiser

Once the details are decided, it's time to drum up lots of interest from your friends, family, workmates and all your social contacts! The more people you tell, the more donations you'll attract. You'll find ideas on getting your event out there, from posters and flyers to blogging and social media in this kit.

### 4. Get a little help from your friends

Don't go it alone. Think about everyone you know and ways they can help. Do a bit of networking and get your friends, local businesses, and community involved.

### 5. Keep in touch

We're here to help you along the way, so keep in touch. We want to help you to inspire potential donors to raise money to changes lives: from building schools to child scholarships and social programs in South East Asia and beyond.

#### Keep it safe and legal

The bottom line is that we want you to stay safe and on the right side of the law when you're fundraising. We want you to have fun and enjoy your event, but do your homework and make a contingency plan. Check your venue's public liability insurance and make sure it covers the owners' liability risks.



# How to promote your fundraiser

## What's on guides

Local newsletters and websites usually have a section listing events. Find the event submission form or email the editor or content producer.

## Write a press release

The local media are often looking for stories about people who are doing extraordinary things. The best way to get noticed is to write a press release. Use our template press release and email it to the editor. Follow up with a phone call to make sure they have read it.

## Contact bloggers

Email your press release to like minded bloggers and ask them to help raise awareness for your event. Many successful bloggers have thousands of readers and may also help you target people in your local area.

## Social media

Promote your event on your favourite social media channels, like Facebook, Twitter, Snapchat or Instagram. Make use of any additional materials you've prepared, such as video and photos. Send us your event information and we'll post it on our own social channels.

## Photos and videos

Take films and photos and use them on social media pages and in the local media to raise more cash after your activity. Make sure you get consent from people you photograph.

## Use your email signature

Change your work and home email signature to include an appeal for sponsorship with a link to your fundraising page. Ask friends and colleagues to add your appeal to their signatures too.

## Make use of our resources

### Badges

Use our ready-made badges to create stickers to pep up your activity materials, from posters and flyers to letters and postcards.

### Posters

Spread your message using our poster template. There's space to include all the details about what you're planning, when, and how people can donate. Advertise your activity locally on noticeboards. Ask shops to display them in their windows.

### Flyers

Turn your poster into a smaller flyer which is another great way to promote your event. Handwrite or print your details using your printer at home or work, leave some in local hubs, hand out at events or give to neighbours.

### Target poster

Create a target poster with your fundraising targets printed from top to bottom. Tick off each target as you achieve it and it will tell everyone how much you've raised so far. It might also persuade your supporters to sponsor you again when you get close to target.

### Tin wrap

Use our tin wrap to create a donation tin, bucket or collection box. Collect small amounts of cash at events like cake sales and garden parties.

### Bunting

Drape our eye-catching decoration about your event, or use to get noticed in your promotions. You'll find all of these resources and more at [echointernational.org.au/fundraising](http://echointernational.org.au/fundraising)



## **Useful information**

### **Food hygiene**

Contact your local council for food hygiene regulations at events

### **Licences**

Ask your local authority whether or not you need to obtain any special licences (eg public entertainment, collection or alcohol licences). If you are holding the event in a public place, you must have permission from the council or landowner.

### **Raffles**

Check the latest information on lotteries and raffles from government.

### **Risk assessment**

Identify any hazards and assess any risks at your activity that you'll need to consider. Ensure you have adequate first aid cover available for the scale of your activity, contact St. John Ambulance or check with your local council. Keep it safe and legal. Local police station. Road safety. Cycling safety.

### **Collections**

Check the latest information and advice from government.

### **Insurance**

Please remember you are responsible for the activity and Echo International cannot accept liability for any fundraising activity or event you undertake. If you are planning an activity that involves the general public you'll need to budget for public liability insurance, which can be obtained from any insurer. If you are holding the event in a venue which has liability insurance, check they have the appropriate insurance and that it covers your activity.

## Money

For your own protection, if at all possible, make sure you count the money you've collected with another person present and have them verify the total amount raised. Ask people who want to make a donation by cheque to make it payable to Echo International rather than you personally. Make sure any cash donated is kept in a secure place and is banked as soon as possible.

## Consent

You will need to get parental permission if children are helping or if you're taking photographs of children. Children under the age of 17 must be accompanied by an adult.

## Paying in

This is the important bit. When your event is over and you have collected all of your donations, you are now ready to complete the pay in. Please contact:

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Treasurer  
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