

A simple  
guide to

# Raising Funds



## 1. Got an idea?

Brainstorm to come up with the best idea for you and your school.




## 2. Or use one of ours


Here are some great ways to raise awareness, raise money and have lots of fun!


Community Breakfast, Stay out to stop violence - sleepout, Pyjama Day, Teddy Bear Picnic, Family Violence Forum.



## 3. Contact McAuley Community Services for Women

 Facebook: McAuleycsw

 mcsw@mcauleycsw.org.au

 03 9371 6600



## 4. Plan your event

Don't forget to get permission.



## 5. Hold your event

Make sure you have fun!



## 6. Wrap up and thank you

Send everyone involved a heartfelt thank you for their help with the event.



## 7. Tell us about it

And transfer the funds raised to our account.



McAuley Community  
Services for Women

A ministry of the Sisters of Mercy

“ Sometimes the  
questions  
are hard  
and the answers  
are simple.”  
- Dr Seuss

This resource is designed to help students and teachers plan their fundraising events for McAuley Community Services for Women. It is based on ideas that Our Lady of Mercy College (OLMC) created and executed with great success.

While this resource is specifically designed to help you plan for and run a Community Breakfast, an awareness campaign called “Look Up! Look Down!” as well as a pyjama day at your school, they can also be used to help plan other fundraising events for McAuley Community Services for Women. You can also find other fundraising ideas in our *Great Ways to Give* booklet.

Our message to you all is: choose a simple idea and do it well! That way you can enjoy the process, achieve a lot for a great cause and keep time aside for other important things in your life!

Throughout this guide, you will find simple steps to follow as well as HINTS and things to think about along the way.

Feel free to contact us for further help and assistance.

**E** [fundraising@mcauleycsw.org.au](mailto:fundraising@mcauleycsw.org.au)

**T** 03 9371 6600

You can like and follow us

**f** Facebook: [McAuleycsw](#)

**t** Twitter: [@mcauleycsw](#)



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# Welcome



Each year McAuley Community Services for Women keeps 650 women and children safe after they have escaped family violence or homelessness.

Our services include providing a safe home for each woman, with or without a family, access to medical, financial and legal assistance, and programs which support children in their new lives.

We invite you to be a part of the answer to family violence and homelessness.

By organising a fundraiser, spreading the word about our work, and involving people, you will be making an impact.

Every dollar you raise will help us support women and children on their journey towards independence and safer futures.

Here are some examples of where the money you raise goes:



**\$75**

To buy a school uniform for a child staying in a long term McAuley refuge.



**\$150**

To pay for a removalist to help a woman move into her own home.



**\$500**

For a new bed for a homeless woman living at McAuley House.



**\$1,000**

To provide food, accommodation, legal, financial and medical assistance for a woman and her family staying at our safe house for seven days.

Whatever you choose to do – by yourself or with others, it will make a big difference.

Thank you.

**Jocelyn Bignold**

CEO, McAuley Community Services for Women

# How the **OLMC** campaign worked

The student-led campaign had several steps, but each can be run separately or as a coordinated campaign.



## Look Up! Look Down!

This was the first step in their campaign to raise funds for McAuley Community Services for Women. It was designed to create curiosity and get the student community thinking and talking about homelessness and family violence. More details about Look Up! Look Down! are on page 6.



## Community Breakfast

This was the second step in the campaign and was designed to engage the local community, to raise awareness of homelessness and family violence and to get support for raising money to support women experiencing homelessness and family violence. More details are available on page 6.



## Pyjama Day

The final step in the campaign: the pyjama day at school was designed to raise money and raise awareness among students about homelessness and family violence. More details are available on page 7. You can choose one, two or three of these events. They can be run one after the other or you can select the campaign that best suits your time and resources.

## Suggested timelines

<b>Week 1 &amp; 2</b>	Develop idea and seek agreement from school
<b>Week 2</b>	Contact McAuley Community Services for Women
<b>Week 3</b>	Meet with and finalise team of students and teachers who will help run the events
<b>Week 4 to 7</b>	Planning – date, venue, what's needed, send out invitations
<b>Week 8 &amp; 9</b>	Promote events – <i>Look Up! Look Down!</i> Campaign
<b>Week 10</b>	Community Breakfast, pyjama day
<b>Week 11 &amp; 12</b>	Wrap up, send out thank you notes. Finalise transfer of funds raised to McAuley Community Services.

# Getting Started

The campaign had several steps, but each can be run separately or as a coordinated campaign.

## Step 1

### Seek permission from your school

You will have lots of ideas and that's great. To save time down the track, talk to your teachers, Principal and other students and the relevant leadership group FIRST to test out your ideas and get permission.

## Step 2

### Contact McAuley Community Services for Women

Tell us about your idea; we may be able to help with information and support!  
Email us at [fundraising@mcauleycsw.org.au](mailto:fundraising@mcauleycsw.org.au)

## Step 3

### People! People! People!

Set up a strong team of committed people (include teachers and students if possible) to drive the project.

- > Select two to four people who have the time to help, plan and oversee the project
- > Set regular meeting times that suit everyone
- > Agree on how you will communicate with each other – this will save confusion down the track
- > Make a commitment to each other to see the project through.

Choose a strong support crew. Just because you are planning the event, does not mean you should do all the work.

- > Find other like-minded people willing to help out with smaller tasks and delegate to them as much as you can.
- > Make sure you give them clear instructions about what you expect from them and importantly WHEN you need things done.

## Step 4



### Hint

#### Times to avoid

- Exam times (usually middle and end of the year)
- End of term (usually a very busy time at school)
- Weather – make sure the weather is suitable for your event – outdoor events are best held at the beginning or end of the year when it's warmer.



### Hint

Choose places where lots of people are likely to go but remember to get permission first.



### Hint

Contact McAuley Community Services for Women as soon as you know the date to request a guest speaker.



### Hint

See our "how to write a media release" guide on page 9.

## Plan! Plan! Plan!

Set the date.

Work with a teacher to help set a date (they will know what is happening in the school calendar).

## Plan the awareness campaign – Look Up! Look Down!

This is an important step to get support for the other activities. This is a campaign designed to attract interest in the issue and to educate people about the need for the fundraiser.

- > Create posters detailing important "did you know" facts about the issue of family violence and homelessness
- > Place the posters around the school. Contact McAuley Community Services for Women for information and fact sheets to use in your posters
- > Using removable / washable chalk, write the words "Look Up" and stick the poster above the words (the idea is to get people to notice the chalk, follow the instructions and then see the poster). The goal is to get interest so people are curious and notice the posters.
- > Repeat this process throughout the school.

## Plan the Community Breakfast!

This is a campaign designed to attract interest about what you are doing and to explain the issue to a broader community.

- > Set a date
- > Book a venue
- > Book a caterer
- > Book guest speakers - McAuley Community Services for Women can help with this
- > Write a guest list – include local newspaper, local Members of Parliament, local businesses, other community leaders – and send out invitations
- > Promote the event – write and distribute a media release
- > Speak at assembly, email your friends, use social media platforms to reach more people, write letters and emails.

## Things to remember:

- > Get started on the invitations as soon as possible – flyers and hard copy invitations can be supplemented with electronic invitations.
- > Allocate one person to manage the invitations
- > Use an online ticket service to manage the booking and the funds so you don't have to! (EventBrite, Trybooking are easy to use!)

## Step 4 Cont...



### Hint

Try to get your teachers involved too – including your School Principal!



### Hint

Always seek permission to do any promotional activities – especially if you wish to put up posters and flyers around the school and community.



### Hint

Ask local business to donate the chocolate or ask each class to donate as much chocolate as they can – the class that donates the most wins a free pizza lunch.

## Plan the Pjyama Day/Teddy Bear Picnic!

This event is specifically targeted at students in your school.

It helps involve them and raises awareness of the issues of family violence and homelessness.

Help your fellow students make the connection – why are you asking them to take part?

- > Promote your event! The more you talk about it in conversation, at Assembly, in the school newsletter, on the school's website or through social media, the more others will understand the issues and get on board to support you.
- > Ask each student for a gold coin donation and explain where that money is going (plan for how the money will be collected and get the ok from your school!!)
- > Plan some fun activities for the day, here are some suggestions:



- **Chocolate toss:** Lie chocolate blocks on a bench or other surface. Ask participants to throw a gold coin at the bars – aiming to land the coin on the chocolate. If they succeed, they win the chocolate (they choose from a prize box on the side.)



- **Coin toss:** Place a prize of some value at one end of a long passage or space. Ask participants to slide a coin (or use paper aeroplanes) as close to the prize as possible – closest person wins the prize!



- **Other ideas:** Raffle, pin the tail on the donkey, teacher's car wash, teacher's pampering sessions, egg and spoon races, sack races, three legged races and lots, lots more!

## Step 5

### Run the event!

- > After all your hard work planning, running any of these events should be fun and rewarding for everyone involved. Double check everything is organised, have a contingency for the day (for example if it rains and your event is outdoors – do you have an alternative venue?)
- > Allocate tasks to specific people so nothing gets forgotten and the workload is shared
- > Make sure someone is in charge of handling the money and you have a safe place to keep it
- > Make sure there are enough people to help set up and clean up.
- > HAVE FUN!

## Step 6

### Wrap up!

This is an important step. Be sure to thank everyone involved with a personalised note. Let everyone know how much you have raised, why it's important and who it will be helping.

Transfer the funds raised to the following bank account:

**NAB**

**McAuley Community Services for Women**

BSB: 083 – 004

Account#: 14-763-2950

Or you can donate online:

[www.mcauleycsw.org.au/get-involved/donate-now](http://www.mcauleycsw.org.au/get-involved/donate-now)

Or send your cheque to:

**McAuley Community Services for Women**

18 Robertson Street, Kensington VIC 3031

T 03 9371 6600

E [mcsw@mcauleycsw.org.au](mailto:mcsw@mcauleycsw.org.au)

W [www.mcauleycsw.org.au](http://www.mcauleycsw.org.au)

ABN 85696671223

Finally, pat yourself on the back; all your hard work and dedication, every dollar raised and every person who listened to your message helps us to keep kids and their Mums safe.

Have a well-deserved rest knowing you have helped save lives.





# How to write a media release



The standard way of telling the media about something you want them to cover is to 'issue' a 'press release' – a short piece of writing. Take care to use words carefully as the standard length of a press release is one sheet of paper - reporters and those working in media outlets are too busy to read anything longer!

## **Step 1** Get prepared: A press release should answer the following questions:

- > Who was / is involved?
- > What happened / will happen?
- > When did it / will it happen?
- > Where did it / will it happen?
- > How did it / will it happen?

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## **Step 2** Start writing: Your first paragraph should summarise the answers to the questions in Step 1.

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## **Step 3** Include your most interesting and quotable material in the second and third paragraphs.

This will be the material which reporters can use in an article. Quote facts, the student leader and get a quote from McAuley Community Services for Women.

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## **Step 4** Provide more detail in the rest of the release.

Also provide some brief background information about your group:

- > who you are and what your objectives are (how much you want to raise), why your school is involved; and what you have already accomplished.

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## **Step 5** Remember that news outlets are looking for news, and for stories that grab people's attention. Photographs are also good.

Make sure you have permission slips signed before any photograph happens.

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## **Step 6** Make sure your press release contains contact information.

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## **Step 7** Call the media outlet you want to reach before an event or the launch of a project.

Find out the name of the news editor, producer or specialised correspondents and gather contact information and other details. Give reporters as much notice as you can, and then remind them the day before the event.