WALKING STARS

Fundraising A-Z

HELPING YOU REACH YOUR TARGET

www.walkingstars.org.nz

This fundraising handbook has been put together to help you reach your fundraising target and is packed with hints, tips and ideas.

WALKING STARS

Making a difference

Thank you for becoming a Walking Star. Your participation and fundraising efforts will provide a valuable source of funding for the vital work of the Cancer Society.

The valuable funds you raise will help fund vital cancer research and care throughout New Zealand. The total funds raised are paid directly to the Cancer Society.

AUCKLAND CANCER SOCIETY RESEARCH CENTRE

Auckland Cancer Society Research Centre (ACSRC) is at the forefront of international cancer research. Thanks to the past generosity of New Zealanders, signifcant progress has been made in cancer research over the last 50 years. The Survival rate for many cancers has improved by up to 30% and today over 60% of cancer patients will survive more than five years.

But there is still much to do... right now, ACSRC scientists are making great progress towards finding improved cancer treatments. By developing the drugs in New Zealand we bring the hope of clinical trials to Kiwis sooner.

THE CANCER SOCIETY

The valuable funds raised by you will help the Cancer Society to continue to provide core services throughout New Zealand.

- The Cancer Society's Supportive Care programmes strive to reduce the impact of cancer by providing reliable information and compassionate support to people living with cancer, their whānau, family and friends. These services include:

- Providing free telephone and internet support services, staffed by trained oncology nurses - the Cancer Information Helpline 0800 CANCER (226 237) For many the 0800 Cancer Helpline is the first point of contact and this enables the Society to reach all people who need Information, help and/or support providing practical information about coping with cancer.

Be Informed

People are more inclined to give a donation when they know how their money will be used. Explain that the funds you raise will help support research and provide free support services to people and families affected by cancer.

Promotion hints

- Do your best to reach your fundraising target before the event, it will save you having to worry about collecting donations after the walk.
- Whatever your fundraising effort, remember to promote it is as a benefit for the Cancer Society of New Zealand.
- Use your internal communications creatively. Put up posters. Write memos, send emails and announcements.
- Download a Walking Stars poster from the members page at www.walkingstars.org.nz
- Include a write-up in your company / club / family newsletter. Get on the agenda for meetings.
- Be enthusiastic about the event when talking about it.

Ticketed BBQ

Bake Sale

- Put up a goal board or thermometer at work / in your club / etc showing how much money you have raised.
- Aim high. Ask for $100 and settle for $50. Gear the amount you are asking to your audience.
- Let people know what you are contributing - dollars plus your time to train and take part in Walking Stars.
- If you belong to a service club, school group, church etc ask if you can have two minutes to ask for support.
- Arm yourself with a few facts about the Cancer Society (see the last section of this handbook.)

A-Z of top fundraising ideas

A

Auction Hot Line (at the office). Set up a special voice mail box or email at work with weekly messages announcing auction items. Describe the items and list their face value in a flyer. Employees call the hot line to record their bids or send an email. Update the recorded message / emails daily, announcing the highest bids received to date. Each Friday announce auction results for the week and the next week's items. Ask co-workers to donate items or services for the auction.

Auction a prime parking space at work.

Auction a half or whole day off from work.

Auction a picnic. Assemble everyone together in your staff room, cafeteria or other general meeting area and auction off a picnic lunch.

Auction the boss. Have the boss or department head work as your assistant for a day.

B

Baby picture match. Invite employees to try their luck matching baby and / or pet pictures of team members or colleagues. Award the entry with the most correct answers a casual day, a day off (check with the boss first), or fun incentive. Ask employees for a $2 donation per vote.

Baby-sitter service. Baby-sitters are always a commodity!

Bake sale. Ask for donations for all your goodies.

A NO bake sale! Colleagues make a donation so they don't have to bake goodies.

Balloon pop. In this variation of a traditional raffle, team members collect prizes as well as donate their own goods or services as prizes. Before filling a balloon with helium, put a note inside with the name of a prize. People donate $2 to buy a balloon and pop it to find out what they have won.

Barbecue lunches. Prepare barbecue lunches for a donation.

Bench press contest. Have a bench press at a local gym to promote fitness and raise money. The participant who can press his / her own weight the most times wins. Divide contestants into categories. Award trophies and charge a registration fee. Ask for donations for people to view the contest.

Bingo games. Ask participants to donate their winnings. Have bingo cards for employees or students to use for a donation. Call bingo numbers at lunchtime, during breaks, or throughout the day over the PA system. Get local stores to donate prizes for all winners.

Block party. Have a neighbourhood block party....charge admission and have food available for a donation.

Book sale. Dust those bookshelves and have a book sale for donations.

Boss of the day. Allow people to bid on being boss for the day - highest bid wins.

Bounce-a-thon. Each student at a local primary school is given a collection envelope to take home in order to collect pledges for bouncing a basketball for one half hour. Each class in the school takes turns gathering in the school's hall or play area throughout the day to bounce their basketballs.

Bouquet of flowers. Ask a local florist to donate one bouquet of flowers a month leading up to the event. Employees make donations for a chance to win a bunch of flowers to 'brighten' up their office space / desk.

Bowling chance. A $1 donation gives you the chance to throw two balls (toy bowling set). If you strike, your name is entered into a draw two times. If you spare with your second ball, your name is entered into the draw once.

Bowl away cancer. Go bowling with friends and collect donations.

Brown bag lunch day. Everyone brings their own lunch and donates the money they would have spent to your Fundraising page.

C

Car pool. For fun and profit!

Car window washes. Ask a local fast food restaurant if your team can wash car windows at the drive thru window.

We would love to see your fundraising efforts
Please send photos of your fundraising activities to: photo@walkingstars.org.nz

WALKING STARS

Traditional car wash: Ask a local business to host your car wash (car rental agencies, supermarkets, car dealers etc) Boss' car wash: Employees donate $5 to have their car washed by the boss, preferably in professional dress! Charge extra for a polaroid / photo that captures the moment!

Casual day. For a $5 donation, employees can get their Walking Stars casual day badges allowing them to dress casually on certain days. The badges can carry an expiration date, depending on the amount donated.

Celebrity servers. Restaurants team up with celebrities to serve up food. The restaurant donates a percentage of the profits in support of Walking Stars.

Challenge. Dare another participant to raise more than you.

Challenge by the boss. Get the boss to agree that if you raise your fundraising target, he/she'll shave their beard, sit in the dunking booth, get a pie in the face or whatever you like!

Change jar. Keep a change jar in high traffic areas / staff rooms etc.

Children's drawing contest. Give colleagues, church members or club members an official photograph of a top executive, principal, pastor or local celebrity to take home to their children to draw. Ask for a $5 donation entry fee and have people vote for the best drawing by paying per vote. Give prizes for all participants. Display winning portraits for all to see.

Chilli cook off! HOT-HOT-HOT!

Craft fairs. Have a craft table with items for sale at festivals, markets etc.

Cut-a-thon. Raise money and get beautiful! Have a cut-a-thon at a local beauty salon. A $10 donation gets a cut, $5 more gets you dried and styled. Throw in another $10 and receive a mini-facial.

We would love to see your fundraising efforts Please send photos of your fundraising activities to: photo@walkingstars.org.nz

D

Dance. Host a dance - beach party, disco, themed party or dance for senior citizens.

Decorating service. No time to decorate? Provide a holiday decorating service!

Dedicate your personal effort to someone who has won the battle with cancer, to someone who is currently facing cancer or to someone who has sadly passed away from cancer - or all three. Include their stories in a letter along with a self-addressed stamped envelope. Ask for a specific donation amount and aim high. Consider mailing to your friends, relatives, colleagues, business associates, doctor, dentist, hairdresser, barber, church members, service club members, Christmas card list and your personal phone directory.

Dinners, dinners, dinners. Spaghetti dinners, gourmet feasts and more. Throw a dinner party and charge your guests a $10 donation to attend.

Draws. Hold draws for donated items from local businesses (e.g. dinner for two, movie tickets etc). Entry into the draw is by way of donation.

Dollar an inch contest. Do you wear a tie to work? Why not let colleagues make a donation to snip your tie shorter and shorter? The uglier the tie the more money you will make! Set a fundraising goal and for each donation, let the donor cut off a piece of your tie. E.g. $1 donation gets one inch, $5 donation gets two inches, $10 get three inches, and so on!

E

Employee raffle. Everyone you work with has a talent. Why not let them share their special skill with their friends at work? Sell tickets and hold the raffle after Walking Stars. Ask employees to contribute something special as a raffle prize or get prizes donated by vendors. Example raffle prizes: singing at a wedding or special event, oil change, washing the winner's car, washing the winner's windows, homemade pies or goodies, lunch with a colleague, weekend stay at a holiday bach or timeshare, lawn mowing services, babysitting, personal training or catering.

Errand service. Never have time? Run an errand service!

Extraordinary event! Hold a car wash, garage sale, raffle, bake sale, plant sale and craft fair all on the same afternoon. Promote it all over town and pick a high traffic area.

F-L

WALKING STARS

F

Family secret recipe bake sale. For a donation, give a favourite family recipe (e.g. Grandma's Famous Cheese Cake) to interested colleagues and friends. Tempt them first with bite-size samples.

Fishing for a Cure. Set up a booth that looks like a pond with poles, etc; with prizes floating in it and charge $1 to fish for a prize.

Flower power. Secure a donation of carnations, roses or lilies from a local florist.

Fundraiser for 24 hours. Recruit community members to participate in an all-night fundraiser in the months before Walking Stars. Designate an activity and sign up participants to take shifts. Request a minimum donation of $25 to participate. How about 24 hours of dancing, roller skating, scuba diving, jump rope, board games, swimming, tennis or basketball? Be creative.

G

Garage sale. All profits benefit Cancer Society of New Zealand. Advertise the garage sale in your local paper.

Golf outing. Teams of four. Use a public course, serve lunch and have prizes.

Guess the number of... Ask for a donation to guess jelly beans, M&Ms, gumballs or peanuts. Fill a jar, and you've got a fundraiser.

H

"Hats for cancer." An intermediate school student asked his dad if he could take part in a fundraising event. His dad said he could if he raised his own $100. So, the intermediate school student asked his principal for permission for all of the students in the school to be allowed to wear hats for a donation of 50 cents a day for one month. This young man, at the end of only one month, raised $1100.

"Hot dog for cancer." A principal at a primary school agreed that if all the teachers would raise $100 each, he would dress up like a hot dog and let the students squirt him with ketchup, mayonnaise, mustard and relish!

I

Ice cream social. Have ice cream and toppings donated. For a donation, give bowls and spoons to attendees and let them create!

J

Jog a thon. Organise a mini Jog a thon in your local community.

K

Kiss a pig contest. Solicit donations to get a local celebrity, special teacher or community leader to kiss a pig at a local event or parade.

L

Lawn mowing service. While you are mowing your lawn, mow someone else's for a donation!

Letter writing. Send letters to friends and business associates around the beginning of November asking them to support you by giving a donation. Ask to have the cheques returned to you by the end of November - it's harder for people to ignore when there is a due date other than the event date.

We would love to see your fundraising efforts
Please send photos of your fundraising activities to: photo@walkingstars.org.nz

WALKING STARS

Lunch time golf putt. Set up your own putt-putt course at work. Ask for a donation to play and award a winner each day.

Luncheon. Pick a theme and invite your friends and associates. Invite a guest speaker to present information on an interesting topic.

M

Matching funds. Ask your CEO / club president to match the total you raise.

Movies. Rent short videos (old, classic films are great) and have a movie week during lunch hour. Charge admission and invite employees to eat their lunch while they watch.

N

Newsletter fundraising. Inform colleagues about the event by placing an ad or request for donations in the company newsletter. Don't prejudge whether people will give. Let them say no or ignore your request rather than not ask.

P

Pancake breakfasts. Whip up pancake breakfasts and sell to friends, family and colleagues for a donation.

Party with a purpose. Host a "Party with a Purpose". Invite close friends to dinner or brunch and ask for a donation. Have guests really "Party with a Purpose." Ask them to match their donation to the amount they spent last Saturday night. Dinner and a movie? $60 donation. Cocktails and dancing? $30 donation. Pizza and video? $15 donation.

Payroll deduction. Employees make their own contribution by having it deducted directly from their pay each fortnight.

Penny jar. A very simple and effective fundraising method.

Percentage of sales. Designate a percentage of one day's sales or proceeds and let the public know so they will buy more.

Pet service. Love pets? Walk someone's dog!

Pies. Find which fruit is in season and bake delicious pies for a donation!

Pot luck luncheon. Schedule a pot luck lunch at work. Ask for donations from colleagues equal to or more than what they would have spent at a restaurant for lunch.

Pretty baby contest. Display employees' baby photos. Have donation jars set up for votes. The jar with the most donation wins! Have prizes donated for winners.

Publicise your participation in the company newsletter.

Q

Quilts. Raffle quilt squares made by hand in honour and in memory of people with cancer; squares of 4 x 4 for $5, 8 x 8 for $15, and 12 x 12 for $25.

Quiz Evening. Invite team entries into a fun night of questions and answers with prizes for the winners.

R

Rec room bingo. Make your living room a bingo hall and invite the neighbours. Ask for a $10 donation to play. Get prizes donated for the winners.

Raffle. A simple, easy way to raise money. Gift baskets, vouchers, rugby match tickets, airline tickets, rental car weekends, rounds of golf, dance lessons, a makeover, a massage, baby basket, plants, a vacation day etc etc....

Rock-n-roll party. Get together for an evening of fun and music in your family room. Ask guests to give a donation as they arrive.

Romance. Cater a romantic dinner for two for a donation.

We would love to see your fundraising efforts
Please send photos of your fundraising activities to: photo@walkingstars.org.nz

S-Z

WALKING STARS

S

School carnivals. Hold a school carnival / fair to raise funds.

Shoe shines. Offer a shoe shine service for a donation.

Skate away cancer. Get a group together for roller-blading or skate boarding with each person making a donation.

Skip a thon. Organise a Skip a thon in your local school or community.

Spaghetti dinner. Hold a dance and spaghetti dinner to raise money. Include karaoke too!

Sports challenges. Set up challenge matches between individuals or departments for bowling, tennis, softball or other sports. Charge an entry and admission fee.

Story time reading. Have a story time reading for kids for a donation.

T

Team sponsors. Ask a service club, church or your workplace to sponsor you. Offer to promote the club, church or company in return.

Trade Me. List your unwanted items on trade me.

V

Vending machines. Coordinate with your vendor to add ten cents to the cost of a snack or soft drink prior to the event with the extra money going to your total.

Votes. Select three or five well-known and well-liked employees (must be men) and have the employees cast their votes ($2 donation) for the individual they would like to see dress as a woman. Individuals with the most votes will spend an entire workday dressed like a woman.

We would love to see your fundraising efforts
Please send photos of your fundraising activities to: photo@walkingstars.org.nz

W

Waiting for a cure. Buddy with friends also taking part in Walking Stars and wait tables at a local restaurant or bar. Ask for tips from customers and divide it between your fundraising totals. For a donation, give tickets for a chance to win raffle items.

Wine tasting party. Secure a donation of a variety of wines from a local liquor distributor. Invite friends, family, colleagues and community members to attend. Invite a 'professional' taster to speak about a few of the samples. Ask for a $10 donation to enter.

How to raise $150 in 10 days!

Day 1. Put in your own $10 donation	$10
Day 2. Ask your partner for $10	$20
Day 3. Place a donation bucket at your workplace (you will probably get more than $10)	$30
Day 4. Ask two work colleagues for $10	$50
Day 5. Ask three friends for $10	$80
Day 6. Ask two relatives for $10	$100
Day 7. Ask a neighbour for $10	$110
Day 8. Ask two people from your church or club to donate $10	$130
Day 9. Ask your supervisor/boss for $10	$140
Day 10. Ask another neighbour for $10	$150
TOTAL	$150

WALKING STARS
RECEIPT REQUEST FORM

WALKING STARS

NAME

IMPORTANT
Receipt Request Form(s) must be sent in with the Donation Form.

STEP 01
If one of your donors requires a receipt, please fill out their details below.

Three receipts can be requested per page.

All donations over $5 are tax deductible.

STEP 02
Mail your Receipt Request Form(s) along with your Donation Form and any cheques, money orders and bank deposit receipts to:

Cancer Society Auckland
Domain Lodge
1 Boyle Cresent
Auckland

PLEASE COMPLETE

DONATION AMOUNT .

DATE OF DONATION / /

DONOR'S NAME FULL NAME

PROVIDE A RECEIPT VIA:

EMAIL

OR

POST

EMAIL ADDRESS (A faster and greener way to receive your receipt)

POSTAL ADDRESS (A postal receipt may take up to three months to be issued, email is the preferred option)

DONATION AMOUNT (NUMBERS ONLY) .

DATE OF DONATION / /

DONOR'S NAME FULL NAME

PROVIDE A RECEIPT VIA:

EMAIL

OR

POST

EMAIL ADDRESS (A faster and greener way to receive your receipt)

POSTAL ADDRESS (A postal receipt may take up to three months to be issued, email is the preferred option)

DONATION AMOUNT (NUMBERS ONLY) .

DATE OF DONATION / /

DONOR'S NAME FULL NAME

PROVIDE A RECEIPT VIA:

EMAIL

OR

POST

EMAIL ADDRESS (A faster and greener way to receive your receipt)

POSTAL ADDRESS (A postal receipt may take up to three months to be issued, email is the preferred option)

WALKING STARS
DONATION FORM

NAME

IMPORTANT
Please read this information before completing the form.

Use this form to send in the money you have raised offline (eg cash, cheques etc).

STEP 01
Complete the form below outlining how you are sending in your donations (bank deposit, electronic funds transfer, credit card, cheque/ money order).

STEP 02
If any of your donors require a receipt please fill out the Receipt Request Form(s) and send it in with this Donation Form.

STEP 03
Mail this Donation Form, any completed Receipt Request Forms and any cheques, money orders and bank deposit receipts to:

Cancer Society Auckland
Domain Lodge
1 Boyle Cresent
Auckland

PLEASE COMPLETE

TOTAL DONATION AMOUNT

$.

PAYMENT METHOD

☐ BANK DEPOSIT ☐ ELECTRONIC FUNDS TRANSFER ☐ CHEQUE / MONEY ORDER

OPTION A: **BANK DEPOSIT**
PLEASE ATTACH A COPY OF YOUR BANK DEPOSIT RECEIPT TO THIS FORM WHEN YOU SEND IT IN

BANK DETAILS:
BANKING INSTITUTION: ANZ

REF: STARS, SURNAME, INITIAL

ACCOUNT NUMBER: 06-0193-0198585-00

OPTION B: **ELECTRONIC FUNDS TRANSFER**
USE THE BANKING DETAILS ABOVE, AND FILL IN THESE DETAILS:

DATE OF TRANSFER:
/ /

REF:
STARS, SURNAME, INITIAL

OPTION C: **CHEQUE/MONEY ORDER**

PLEASE MAKE PAYABLE **CANCER SOCIETY**
REF CODE ON BACK OF CHEQUE **- STARS, SURNAME, INITIAL**