

## Characteristics Of Successful Fundraising Teams

Research conducted by the American Cancer Society amongst team captains, including some of Relay's top fundraising teams, highlighted the key characteristics for successful fundraising and the tools/ideas teams need to succeed.

### Successful Relay For Life fundraising teams tend to have the following characteristics:

1. Have a passion for Relay
2. Possess (and foster) a competitive spirit
3. Desire to "make it fun"
4. Team members are in frequent contact with one another
5. Promote year round fundraising.

### Goals

Set clear goals of what you want to achieve. Most teams generally set a specific dollar goal for their team and the goal is almost always higher than the previous year's goal. The team goal needs to be set by the team.

For example, your goal might be: 'To raise \$500 by holding a sausage sizzle at work on 6 December 2005' or 'I want to have 200 people attend my fundraiser ball'. Determine what steps you need to take to achieve these goals

### Individual Fundraising

The most successful type of individual fundraising method is writing personal letters requesting a donation to support The Cancer Council Victoria and your Relay For Life event. This allows you to conveniently reach those people you know and to tell your story. For those people who hate to ask for money in person, this reduces the pressure.

### Best Practice for Letter Writing:

Consider the following when writing your fundraising letter: Who to send to? Family, friends, co-workers, neighbours etc. What to put in the letter: Your story, goal, date of Relay For Life event, date you need your money by (ASAP!), self-addressed stamped envelope, and thank you.

Personalise your letter i.e. use their name and sign each letter. You may also wish to consider using email to send your letter out. Follow up: let them know how much you raised, how the Relay did, tell them about the Relay For Life website and The Cancer Council Victoria helpline 1300 65 65 85 and again thank them for their support.

### Team Fundraising

Top teams utilize varied techniques to raise their funds. The key ingredients to their success relate less to the specific techniques they use and more to the way they execute them. Teams can make virtually any type of fundraiser successful by:

- Understanding your target audience and identify something of interest to them
- Publicise the fundraiser heavily through the local newspaper, emails, team captains meetings etc
- Undertake the fundraiser with great enthusiasm (it's contagious!)

### On-Site Fundraising

The most successful teams fundraise year round, this lets them be more creative and have time to work towards their goals. However, there is still a great opportunity to conduct on-site fundraising the night of the Relay. Onsite fundraising is simply the icing on the cake! Great ideas for onsite fundraising include, selling glow sticks, homemade jams and cakes, plants, holding a raffle or face painting.

## Four Types Of Team Fundraising – Individual, Online, Team, & Onsite

### Individual Fundraising

- In most cases, individual fundraising takes the form of writing letters and making personal asks. Great letters are:
  - **Personal** – include photos of an affected family member or your favorite story
  - Includes **'why you Relay'** & relates 'why you Relay' back to the American Cancer Society mission
  - Makes a specific **'ask'** to the potential donor in the form of a question – make it **bold** on the page

**BENEFITS:** Individual Fundraising allows each participant to express their personal connection to cancer and the Relay For Life, while reaching out to friends and family, near and far.

### Online Fundraising

- Online fundraising is technically a form of individual fundraising, similar to writing letters.
- Relay Online allows participants to sign up, set up a home page, and send emails to friends, family members, and co-workers in order to solicit donations for their Relay For Life team.
- Online donations can be done via [www.relayforlife.org.au](http://www.relayforlife.org.au)

**BENEFITS:** It's easy for someone to sign up online and start fundraising. The fundraising thermometer, donation scrolls, and top fundraiser lists on the event page all help to foster friendly competition, and keep team members motivated to raise more!

### Team Fundraising

- Team captains and their team members can get very creative with team fundraising. Top teams utilize varied techniques to raise their funds.
- Successful teams understand their community/target audience and identify something of interest to them.
- Publicize the fundraiser heavily – the more people who are aware, the greater likelihood of success.
- Top teams cited the following as their most effective team fundraisers:
  - General sales – garage sales, food/bake sales, lunches, BBQ and spaghetti dinners, candy, cookbooks, gift-wrapping services, etc.
  - Dinners/Dances/Other Entertainment – ladies luncheons, dinner/dance, casino night, golf tournaments, roller-skating night, silent auction, concerts, vendor night

**BENEFITS:** Team fundraising can easily happen **year-round** since the work can be delegated. Team fundraising is a **team-building activity** and helps team members bond. Team fundraising allows individual team members to utilize their strengths – since everyone can take on a different part of the fundraising activities. Year-round fundraising serves as a constant reminder to the community about Relay, when it is, and who to call for more information.

### Onsite Fundraising

- On-site fundraisers are just that – team fundraising at the Relay event, itself.
- This can be anything from selling hot dogs during lunch to renting a walker for those late-night hours.

**BENEFITS:** Onsite Fundraising is like "icing on the cake", rather than the primary focus of their fundraising efforts. These activities can help a team boost their final fundraising totals, and can offer a great service at the Relay (through food sales, games, etc.)

### How They Work Together

- National data proves that the most successful teams use a balanced approach to fundraising – combining individual, online, team, & onsite fundraising activities year-round to reach the team's fundraising goals
- Team Fundraisers and Individual Fundraisers should make up the majority of a team's total fundraising efforts. Online and onsite are just the extras. It's important that online does not replace traditional fundraising in the community – such as bake sales, car washes, etc.
- It is much easier to develop an experienced team than to recruit a new one. By teaching a balanced fundraising approach, your Relay will have a solid foundation that will support phenomenal growth.

## Fundraising Guidelines – The Cancer Council Victoria

The Cancer Council Victoria is an independent volunteer-based charity, relying on the generosity of donors and fundraisers (like you!) to provide vital funds to continue its cancer prevention work and assist those with cancer. The Cancer Council is an internationally recognised organisation, with a mission to lead the fight against cancer. Whatever your fundraising efforts, remember to promote them as a benefit for The Cancer Council Victoria.

### Authority To Fundraise

Upon request, the Relay For Life office can supply Relay team members with an authority to fundraise letter on behalf of the Cancer Council. This authority to fundraise letter should be produced on request when asking for donations or sponsorship. Please ask your team captain to make this request on your behalf.

The Office of Gambling Regulations – this government department regulates the conduct of all raffles. Whilst specific permits are only required for raffles with prize pools greater than \$5000, other rules and regulations apply for raffles with smaller prize pools. These include, but are not limited to, offering cash prizes (not allowed) specific information to be printed on the tickets and collection of information from the purchaser of the ticket. Please refer to the Relay For Life website [www.relayforlife.org.au](http://www.relayforlife.org.au) for specific details.

### Where Will The Funds You Raise Go?

Research into methods of preventing, diagnosing and treating cancer.

Community and professional education programs in cancer prevention, detection and management.

Patient and family support services, such as telephone counselling.

### The Cancer Council's Involvement

You need to consider what you may require from The Cancer Council Victoria. For example, will you need?

- Literature,
- Signage
- Extra receipts (your team captain will already have some for you)
- Promotional advice.

### Using The Cancer Council Victoria's Name And Logo

The Cancer Council's name and logo can be provided for your use, on the condition that all promotional materials are provided to the Relay For Life office, for approval prior to view by the general public. All written correspondence should maintain the full names i.e. The Cancer Council Victoria and/or the Cancer Council and Relay For Life and not be abbreviated.

Logos Consistency of logos across the country will lead to greater recognition and quality of The Cancer Council Victoria and Relay For Life.

Current standards are as follows:

- Logos are not to be adjusted in anyway (size, colour or black and white)
- Include The Cancer Council Victoria and Relay For Life logo on all material
- If you use other logos on material for publication i.e. a sponsor, it must appear smaller than The Cancer Council Victoria and Relay For Life logo.

All logos and guidelines can be found at [www.relayforlife.org.au/resources](http://www.relayforlife.org.au/resources)

### Quit And Sunsmart

All fundraising activities and events must adhere to the Cancer Council's policy of being SmokeFree and SunSmart. Upon request, signage may be provided for your event. The Cancer Council will not knowingly accept support from tobacco related companies. Please do not approach these companies for fundraising support.

### Legal Implications And Insurance

Your events must meet the requirements of relevant laws and regulations (we can help you with this). You will need to consider:

- Licenses and permissions (for example Local Council, Raffle permits)
- Insurance issues
- The provisions of the Charitable Fundraising Act and Regulations
- Implications of GST

The Relay For Life office can help clarify any issues you may have in relation to the above points.

### **Budget**

As part of your Relay For Life fundraiser, you need to make a fairly accurate estimate of the expenses you will incur in setting up your fundraiser.

The Cancer Council Victoria cannot pay expenses incurred by you, but you can deduct your necessary expenses from the proceeds of your event.

You will also need to estimate the income you expect the event to raise. A general rule when organising a fundraising effort is to keep your expenses at or below 30% of your profit. In a practical sense, this means that for every \$1 you spend you should raise \$3 in return.

### **Maximise Your Funds Raised**

There are usually lots of opportunities to raise funds at the one event. For example, you might be holding a ball, but you could also incorporate a raffle, auction, head shave, or jellybean counting jar into the program of events.

It is also a good idea to get people involved that have been personally affected by cancer, to inspire others to donate to the cause by speaking at your event. Or, to add a competitive aspect to your fundraising, try encouraging competition between tables or work departments against work departments. You could offer a prize for the most raffle tickets sold or most number of tables sold.

### **Minimise Your Expenses Through Sponsorship**

Most companies have money allocated in their budget to support community-based activities such as fundraising. In return for providing goods, services, products and prizes, sponsors usually expect to receive benefits such as having their logo displayed on promotional materials, being verbally acknowledged at an event, or placing their fliers in goody bags. Before approaching sponsors, decide what relevant benefits you can offer them.

### **Cancer Council Receipts**

The Cancer Council will provide official receipts for donations of \$2 and over. You will receive receipts from your team captain once they receive the team registration kit.

These are official tax-deductible receipts, which will be provided for donations made at or through your event. It is important to remember that if any benefit is received in return for money given, then it is no longer classified as a donation and is not tax deductible.

For example:

- Ticket purchases (e.g.: for a raffle, or entry to an event)
- Donations of services
- Purchases made at an auction
- Receipts for tax purposes can only be issued to people giving donations of money.

### **Please Note**

It is a condition of participation in Relay For Life that all fundraisers act in a legal and ethical manner whilst representing The Cancer Council Victoria

Donors requesting information regarding the event must be provided with full details, and if they require further information, should be referred to Cancer Council staff.