

Tour de **BRISBANE**

**SUN 11 APRIL
2021**



FUNDRAISING GUIDE

HANDY TIPS, IDEAS AND GUIDES TO POWER YOUR FUNDRAISING



THE COMMON GOOD

AN INITIATIVE OF THE PRINCE CHARLES HOSPITAL FOUNDATION

Welcome to The Common Good

The Common Good, an initiative of The Prince Charles Hospital Foundation, has partnered with the Tour de Brisbane to raise much needed funds for organ transplant research, specifically focusing on heart and lung diseases.

Cycle of Giving

The Cycle of Giving first started in 2006 after one of its founders, Mal Long, received a lifesaving heart transplant. Mal and his wife Mary wanted to acknowledge their donor family and hospital team, as well as raise awareness for organ and tissue donation.

By 2012, the event had grown so much that Mary decided to pass the event organisation on to The Common Good. Now, after 14 years, The Cycle of Giving has grown to a point where it needs to evolve again by partnering with the Tour de Brisbane.

The Common Good has made a huge impact from the money raised in previous Cycle of Giving events, with all funds going straight towards life-saving transplant research projects, to name a few:

-  *investing in the Southern Hemisphere's largest clinical trial of stem cell therapy post lung transplant;*
-  *advancements in heart pump technology to better support those with heart failure;*
-  *improving the quality of lungs for transplant; and*
-  *uncovering why some lungs begin to breakdown after transplant.*

But, with over 1,400 Australian's on the organ transplant waiting list, we still have a long way to go. Which is why this year we hope to fund over 4,545 Hours of vital organ transplant research.

At a cost of \$44 per Hour, it's an ambitious target, but we're confident we'll get there.

Why?

Because of you.

How do I get started?



Register for The Common Good team for Tour de Brisbane 2021!

Get some good karma by registering for Brisbane's newest bike ride: Tour de Brisbane 2021. A GoFundraise page will automatically be created as part of your registration.



Get the ball rolling

Get your fundraising off to a wheely strong start by **making a self-donation** to your personal fundraising page. This sets a good example for your supporters, and they will be more likely to sponsor your ride.



Pump up your page

Upload a sensational selfie, or an action shot of you on your bike. **Personalise your fundraising page.** Let everyone know who or what is inspiring you, why you decided to register for your Tour de Brisbane challenge and the impact you hope to make.



Build a team

Everything is easier as a team: training for hill climbs, brainstorming fundraising ideas, enjoying a post-ride latte in lycra. While you're logged in to your fundraising page, you can create a team and send out invitations to potential members. Go team!



Start with your nearest and dearest

Your closest contacts are your most likely donors. We've put together an email template you can use for this purpose. The most important thing you can add to this message is why you are riding. Let your family and friends know why you've chosen Tour de Brisbane to raise funds for organ transplant research; if it matters to you, it will matter to them.

Get fundraising!

Fundraising made easy

Big numbers can be daunting... but if you break it down, it can be much easier to work with.

Example:

Do you know 10 people who would donate \$44?

$10 \times \$44 = \440 (equivalent to ten hours of research!)

or 20 people who would part with \$10?

$20 \times \$10 = \200

It all adds up!

This is just one way to approach your fundraising; if bake sales, events and raffles are more your style... keep reading!



Extra tips for you...

Social media

One of the easiest ways to fundraise is by posting about your challenge on your social media accounts. Update your Instagram bio with your GoFundraise page link; do a post on Facebook explaining your cause with a link to your fundraising page; appeal to colleagues with a post and link on LinkedIn. Just like the email to your close friends and family, **we've set up social media templates to get you started** (copy, personalise and share).

Host a fundraising event

Now, this doesn't need be a huge gala ball (although please invite us if you're putting one on!). Create some excitement for your ride and raise some easy funds by hosting an event based on something you enjoy. Check out all the ideas on the next page.

Ask again

Don't be afraid to chase up your potential supporters. Ask everyone, and ask often. People have the best intentions when it comes to donating, but life does get in the way sometimes and we forget—a little reminder never hurts. So your next donation could be right around the corner; you've just got to track it down.

Keep people informed

Post updates on your training and fundraising success on social media, by email or SMS. Share photos from your fundraising events, or even your latte after a refreshing morning ride – make sure you tag us so we can share your efforts. Including your fundraising page URL in these posts is a great idea, too.

Increase your goal

Once fundraising starts to trickle in, you may realise you're on track to reach your fundraising target early. Well, that's not a bad thing! You can easily increase it in your personal GoFundraise dashboard.

Be sure to say thanks!

Thank everyone who supports you as soon as you can, and let them know how much their support means to you. Your supporters will enjoy watching your progress and they might even be inspired to dust off their bike and join you!

After Tour de Brisbane, update your supporters with photos of the day and your fundraising success. They'll be proud as punch!

A few ideas...



Bake sales & chocolate!

This one's easy. People love to eat and you've probably got a captive (hungry) audience at your office or in your community who would love to swap their coins for tasty treats. A quick Google search will reveal organisations that provide goods for fundraising purposes.



Dinner party

Prepare an impressive, low-cost menu starting out with some colourful food platters before moving on to the main event and sides. Invite friends and family around for your dinner party, asking for a set donation for attendance. Your guests might even decide to donate more if they really liked that pear and blue cheese tartlet!

Hot tip: *taste.com.au and similar sites have a lot of easy, cheap & visually impressive recipes to help get you inspired and prepared.*

Cold tip: *raise even more from your dinner party by selling a few delicious cocktails to your guests – or you can increase your ticket price to include them.*



Garage Sale or Gumtree

Most of us probably need to do a good clean out, so here's the perfect motivation. Combine your resources (stuff) as a team, promote it online and around your neighbourhood, and you could have hit your fundraising target all in a Sunday morning.



Take a guess on my behalf

Ask everyone to place bets on how long it will take you to complete your Tour de Brisbane route. Set a price per bet, and the supporter closest to your finish time can take home the glory! And some chocolates as an actual prize, perhaps.



Organise a social ride

Recruit some friends for a weekend social ride for a donation, maybe finish at a local cafe for coffee & cake?



Tactfully re-gift

Many of us and our family and friends will have ended up with Christmas gifts that are lovely, but honestly won't be used. Collect these items up, ask your team mates to contribute theirs, and voila! Host a raffle.



Matching gifts

Ask your employer to get involved with your fundraising by matching donations you receive. Letting your supporters know their donation could have a double impact will inspire more and higher gifts to your fundraising page. If your workplace is unable to help financially, they may be able to donate a gift-in-kind – a product or service from the business you can raffle off.

Social media resources

Suggested social media captions

Event awareness;

On Sun 11 April, I'll be riding 110km/70km/30km/9km in the @Tour de Brisbane to raise funds for organ transplant research through @The Common Good.

Anyone keen to register to ride and raise funds with me?

I'll be accepting donations towards my fundraising goal, as well as company on practice rides right up until event day; all forms of support will be gratefully accepted!

Join my team;

This year I've joined forces with (insert team members names), riding in the @Tour de Brisbane to raise funds for organ transplant research through @The Common Good.

Register to ride and join our team (insert the name of your team) for a fun morning on the bike supporting a great cause!

(Insert registration link: <https://www.nxsports.org/nxevent/thecommongood>)

Sponsor my ride;

On Sun 11 April, I'll be riding 110km/70km/30km/9km through the streets of Brisbane in support of organ transplant research as part of @Tour de Brisbane 2021.

100% of the funds I raise will go straight towards buying more time for people with end-stage heart and lung disease in need of a transplant, supported by @The Common Good. For every \$44 I raise, another hour of research can happen.

Please sponsor my ride by making a donation via the link, every hour matters!

(Insert your Tour de Brisbane Go Fundraising page URL)

Tag, tag, tag!

Make sure you follow The Common Good and Tour de Brisbane so you can share our event messages, and tag us in all your social activity so we can support you with a like, comment or repost!

The Common Good: @TheCommonGoodAu #TheCommonGood

Tour de Brisbane: @TourdeBrisbane #tourdebrisbane

Images to Share

Below are some examples of promotional images pre-sized for posting to social media, email signatures or emails.

These images and more are available for you to download [here](#).

If you'd like a custom image created, please contact our events team via events@thecommongood.org.au



When using social media, posts with images get more traction than just text.

We'll continue to add images to our website for you to download, but you can also use our caption with an image of your own – especially if it adds a personal touch to your ride story.

These images can be found at www.thecommongood.org.au/social-media-resources

You've got this! 😊

Thank you for taking part in the Tour de Brisbane and fundraising for organ transplant research.

You and your fellow riders are helping us raise funds to power life-saving transplant research through The Common Good.

We simply cannot do it without you!

Please reach out if you would like some support to achieve your fundraising target – we love talking fundraising ideas or creating custom images to support your initiatives.

Give us a call on (07) 3139 4636 or email us at: events@thecommongood.org.au

Enjoy the ride!

