

THE COMMON GOOD'S

# *Giving Day*



## FUNDRAISING GUIDE

HANDY TIPS AND IDEAS TO MAKE THE BIGGEST IMPACT WITH YOUR FUNDRAISING



**THE COMMON GOOD**  
PEOPLE POWERING MEDICAL DISCOVERIES

# ***Thank you for making a difference!***

Giving Day 2022 is just around the corner, and this year we're inviting everyone in the community, including hospital staff, businesses, schools, sports clubs, and community groups, to join us for the common good.

On **Wednesday 30 November**, we are aiming to raise as much money as possible to support crucial patient-focused programs and projects to assist older people in our communities to recover faster, leave hospital sooner, and regain their independence quicker.

With your support this Giving Day, we can **provide the highest quality care and give back to those members of our community** who've contributed so much during their lifetimes.

Giving Day is a **team effort**, and it's all of us working together that will achieve the greatest and most significant impacts for our older patients.

Thank you for your interest in joining us to fundraise for this important cause.

Within this guide, you will find ideas and resources to help you with your fundraising efforts.

The team at The Common Good is here to help you every step of the way, so please reach out at any stage via [events@thecommongood.org.au](mailto:events@thecommongood.org.au).

We look forward to celebrating what will undoubtedly be some incredible outcomes.

Thank you for your enthusiasm and the impact that your support will have.

Kind Regards,

**Michael Hornby OAM**  
Chief Executive Officer  
The Common Good

**PS:** The Common Good believes in doing the most good for the benefit of our communities. That's why our charity is self-funded through our social enterprise cafes and catering business. That means every dollar you donate will go directly to support crucial programs and research at The Prince Charles Hospital and Caboolture Hospital.



# About Giving Day

## **What is a Giving Day?**

A Giving Day is an incredible one-day celebration when all the hospital teams, community members and local businesses come together to raise as much money as possible for a particular cause.

Commonly these events last for 12 or 24 hours, and in that time, people rally together to spread awareness of their cause, drum up support for it and maximise donations.

During a Giving Day everyone works towards a common goal, and as a result, these events tend to strengthen community pride and boost morale.

They also unite everyone connected to the cause, and their limited time frame creates a sense of urgency to make a real impact. At the heart of a Giving Day are the incredible volunteers who are hitting the phones calling family, friends, and members of The Common Good asking for support and donations.

The more volunteers who join us for a short 2-hour shift, the more impact we can make for The Prince Charles Hospital and Caboolture Hospital. People can volunteer as teams or individuals, and it's guaranteed to be a day of fun, celebration and good vibes!

## **What is Matched Giving?**

Matched Giving refers to when a corporate partner, individuals, or philanthropists pledge to match donations made by the general community so that the value and impact of their donation is doubled.

We know that every single dollar counts, but for those who may think that their donation would be too small or insignificant, the concept of having their donation doubled can inspire more support, knowing that it will make a greater impact.

The support received by these Matched Givers is invaluable and our Giving Day would not be possible without them.

## **How does Giving Day work?**

For our Giving Day on November 30, 2022, we will have fundraising teams and amazing volunteers based at both The Prince Charles Hospital and Caboolture Hospital.

The Common Good's Giving Day will last for 12 hours, from 9am to 9pm. During that time, we will have helpers hitting the phones at both locations to drum up support and secure funds.

All donations made on this day will be doubled (thanks to our generous Matched Givers).

# How do I get started?



## **Pick a fundraising activity!**

Get some good karma by helping to raise money for this year's Giving Day. See just a handful of charity fundraising ideas in the following pages! But don't get overwhelmed by the possibilities, pick an event or activity that's feasible.



## **Set a target**

Having a target for the amount you want to raise will ensure you stay motivated throughout your fundraising journey! You will also be able to share this target with your supporters, so they have an idea of the final figure you've got in mind.



## **Contact The Common Good**

Reach out to the friendly team at The Common Good via [info@thecommongood.org.au](mailto:info@thecommongood.org.au). We're here to help every step of the way.



## **Decide on a date and time for your activities**

Will you be fundraising all month long, or will you have some special events? Book them in now and start to spread the word. If you have your heart set on a specific location it may be worthwhile calling to check their availability before settling on a date and time. Be sure to check if you need a license, permit or permission of any kind to fundraise at the desired spot.



## **Promote your fundraiser**

Your closest contacts are your most likely supporters. We've put together templates you can use to help promote your fundraising efforts including a social media tool kit, emails, posters, bunting and more! If you are posting on social media, make sure you tag [@thecommongoodau](https://www.instagram.com/thecommongoodau), and we'll give you a shout-out!

Let your family and friends know why you've chosen to support Giving Day 2022 to help raise funds for your hospital. **If it matters to you, it will matter to them.**

# A few ideas...



## **Raffle**

Selling raffle tickets is a common way to fundraise and it's easy to do. There are many local businesses who are happy to donate a prize for goods or services for a worthy cause. Once you've secured a prize, you can sell tickets at schools, workplaces or clubs you are associated with.



## **Sponsored exercise event**

Ask your colleagues, friends or family to sponsor an activity of your choice. That could be walking, running, cycling, or skating a certain number of kilometres. You could even set a target to complete a designated number of skips, steps, burpees or dance for a specified time.



## **Jar Guessing Competition**

An oldie but a goodie – everyone loves trying to guess how many lollies are in the jar and it is simple and cheap to do. Choose lollies that are brightly coloured for maximum impact.



## **Hours of pay**

Could your friends commit one hour of pay to a good cause? This idea gives your supporters a clear understanding of how much you're asking for. (Plus, you can keep their donations confidential.)



## **Bake Sales**

People love to eat and you've probably got a captive (hungry) audience at your office or in your community. Brownies, cookies and old-fashioned sweets like fudge and coconut ice are all big sellers!



## **Bingo/ trivia night**

Do you have trivia or bingo skills to impress? Playing a game with a large group is entertaining and you could raise a significant amount by asking for a donation to take part.



## **Luncheon/ morning or afternoon tea**

Why not make your fundraiser an event to remember? A luncheon, morning tea or afternoon tea can be held at a venue, or you can have it catered. Profits can be donated. If the event is not catered, then you could ask attendees to bring a donation and a plate of food.



## **Free Dress Day with a donation**

Free dress days or themed dress up days can be loads of fun and they're an effortless way to fundraise.

## Extra tips...

**No doubt you've supported friends or colleagues in the past who have been fundraising. Now it's time to ask them for support!**

### **Social Media**

One of the easiest ways to fundraise is by posting on your social media accounts about *why* you are raising money. We've set up social media templates to get you started (copy, personalise and share!).

### **Fundraising Resources**

From bunting to treat toppers and a planning calendar, we've got a suite of fundraising tools to make the process seamless. Head [thecommongood.org.au/giving-day-fundraising](http://thecommongood.org.au/giving-day-fundraising) to take a look!

**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 they forget—a little reminder never hurts. So your next donation could be right around the corner; you've just got to track it down.

Remember, the worst that could happen is that they say no!

### **Keep people informed**

Post updates about your fundraising success on social media, by email or SMS. Share photos from your fundraising activities and make sure you tag us (@thecommongoodau) so we can share your efforts.

### **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 it also will encourage others to get on board.

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



# Your time to make an impact starts now!

We are so appreciative of your support this Giving Day.

Thanks to you, we will be able to achieve some meaningful impacts for the elderly members of our community both in and out of hospital.

Together we can make the greatest difference.

If you would like some guidance or help achieving your fundraising target we are more than happy to assist.

Please reach out to us at (07) 3139 4636 or email our team at [events@thecommongood.org.au](mailto:events@thecommongood.org.au)

Good luck and thanks again!

