



# dogtober



## FUNDRAISING HINTS AND TIPS

Arranging your own fundraising activity, whether large or small, is a brilliant way to support Assistance Dogs Australia. As with most things, it will need some planning. There will be several things to consider, from what you will do, where you may need to hold an event to how many people to invite.

If you haven't fundraised before, don't feel daunted. Help is at hand! Below you'll find some useful tips that will help make your activity fun and as stress-free as possible, and remember if you have any questions, Cracker (Aka Mr Dogtober) and his team of super pups are always on hand to answer your queries.

**T: 1800 688 364 or [info@dogtober.com.au](mailto:info@dogtober.com.au)**

### [Download our fundraising ideas](#)

Scroll down this document to find:

- Choosing Your event or activity
- When and where and how much
- Advertising and collecting donations
- At work or in the community
- Supporting materials
- Other useful hints and tips
- When you have completed your fundraising event

### Choosing your event or activity

There are many fantastic things you can do to support Assistance dogs this Dogtober, below is a small list of large and small events, but to see a comprehensive list [click here](#)

- Host a sausage sizzle and invite the neighbours round
- Dog-Bowl- barefoot bowling, but the twist is that the losing team has to make a donation to Dogtober
- Bone-appetite- Make a packed lunch for work and donate your lunch money or host a dinner party and charge you guests to sample your wonderful cuisine
- Have a guess the dog to their owner photo competition, \$2 entry
- Bring your dog to work day
- Have a Howl-o-ween party/disco
- Be a Dogs-body- do tasks and errands in return for donations
- Hold a dogs-breakfast
- Dog-Leg (Golf day, charge an entry fee)
- Dog-tale- at work or school have a creative writing contest, then charge a coin donation for entry
- Sponsored dog-run, dog-paddle (swim)

### When and where

- Decide on a date for when you'd like to hold your fundraising event. The weekend may be easier for everyone to attend, unless you plan to hold your activity during work or school hours. Check the calendar for any clashes, such as an important test match, or friends' birthdays!
- Do you need to find a venue? If you need a venue, and your event is too big to hold in your workplace or school, then consider local halls, community centres and sport centres. You will need to contact the owners of these venues and get their permission. If you are hosting an outside event please check if you need permission from the local council.
- Work out a budget. Set yourself a fundraising target and make sure it's around three times as much as you spend. Unfortunately Assistance Dogs Australia can not refund costs, but if you need to purchase items such as food and refreshments, why not speak to your local supermarket or grocery store and see if they would donate items to you.



# dogtober



## Advertising and collection donations

### Create your own online sponsorship page

We are now working with Everyday hero, which enables you to set up your own sponsorship or donations page to collect donations online from friends and family all over the world. They can sponsor you securely, quickly and easily. By creating your own online sponsorship page you can:

- Save time by emailing the web address of your personalised page to all your friends, family and colleagues at the touch of a button.
- Personalise your page: add photos and write a personalised message.
- Send an automatic thank you email to everyone who sponsors you (this can easily be done on the site).
- Forget the hassle of carrying cash or cheques. The money you raise is transferred directly into our bank account and a record of every donation automatically sent to us.
- Raise money from people you wouldn't normally see in person.
- Contact your local paper, radio and TV stations and tell them about your fundraising efforts.

### Hint

Email your close friends first. They tend to be more generous and encourage future donors to give more. To set up your page, simply visit [www.everydayhero.com.au/event/dogtober2011](http://www.everydayhero.com.au/event/dogtober2011) and follow the simple instructions to build your page. It takes just a few minutes. Every time someone sponsors you, you will receive an e-mail notification. You will also have access to a page giving you a breakdown of the money you have raised through the site. Assistance Dogs Australia will receive payments as they are made, along with a report detailing who the payments relate to, so every donation will be added to your personal total.

- Send an **E-invite**
- Use another online fundraising site like GO fundraise or Karma Currency.
- Put your event on facebook, and invite your friends that way- we can add it to the Dogtober page too
- Register your event on [dogtober.org.au](http://dogtober.org.au) and it can appear on the website
- Word of mouth. Tell everyone in your neighbourhood, social club, gym, office, etc. Remember, word of mouth is always one of the most successful forms of promotion but you can also put notices in your staff or social group newsletter. Download our poster to put up.
- Contact local newspapers, radio and TV stations and ask them for publicity. Ask them to also include your contact details in case readers or listeners wish to sponsor you. Perhaps you could get a local celebrity to come along to your event, which could help with its promotion.
- Invite everyone you know! The more people you involve, the more money you will raise for our research. So invite friends, family, colleagues, neighbours, business contacts, even your dry cleaner!
- Put your most generous sponsor at the top of your form. Hopefully others will follow suit!
- Ask your employer if they operate a matched-giving scheme. If they do, they will be able to match \$ for \$ on the money you raise.
- Keep a record of everyone who has supported you. This is good practice but also helps you keep track of who you need to thank. If people need a receipt you will need to enter their details on the gift reconciliation form, and we will need their address to send the receipt too.

### Supporting materials

- Sponsorship forms:  
Carry sponsorship forms with you wherever you go and give copies to family and friends and ask if they can raise sponsorship on your behalf. You can download sponsorship forms [here](#). Don't forget to make sure the people who are likely to sponsor you with high amounts go at the top of your sponsorship form - it sets a good example. And try to collect money on the spot if you can - it will save you time later!
- Gift reconciliation form
- This is essential if those people that donated to you would like a receipt. Please make sure you get their name and address to ensure we can send them a receipt.
- Request your fundraising pack



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## At work and in the community

### Raising sponsorship at work

- Publicise your fundraising efforts on the company intranet or staff newsletter.
- Approach the suppliers your company works with – if you speak with them on a regular basis, they might be keen to support you.
- Find out if your company participates in a matched funding or another sort of sponsorship scheme.
- Put up the Dogtober poster in your office

### Raising sponsorship in the community

- Approach a local company for sponsorship. Explain why supporting you will be good for them (for example, any publicity you have planned in which you could mention their generosity).
- Ask local businesses – your supermarket, newsagent, café, gym – for donations. Or maybe they'll let you put a collection box on the counter? Contact us [www.dogtober.org.au/contact](http://www.dogtober.org.au/contact) for collection boxes.

### Other useful hints and tips

- Set up a fundraising group. Fundraising with friends can be so rewarding and you can help and support each other in doing some great fundraising.
- Write a checklist of all the things that you'll need, for example, equipment and refreshments, then tick them off as you go along
- Delegate. Find out what skills people have, then try to give them tasks they'll enjoy. So if some of your friends are creative, why not get them to design and make badges
- Try to keep costs low. Ask local businesses, for example, if they'd donate prizes and cover the cost of printing posters, banners and so on.
- If you are under 18, please check with your parents or guardians that it's ok for you to take part in a fundraising event. If you are undertaking a fundraiser at school, please download our schools permission form
- How to motivate others
- If you want to do this, then you are half way there. Get your friends to look at the website and the Assistance dog's main site to show them what a difference they'll be making.
- Make your event fun
- Make it easy for people to participate
- What if I don't want to do an event but still want to help?

### *That's easy.*

- You could do something like Bone-appetite- make a packed lunch for a week and donate your lunch money
- Encourage others to undertake an event or activity
- Undertake a sponsored activity
- Sponsor someone else
- Donate to Dogtober
- Buy a cute puppy toy or one of the other fun items we have online.



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## Stay in touch

We can help you with any enquiries about organising your event, and send you a fundraising pack.

**Either call our hotline 1800 688 364 or request a fundraising pack today!  
on [info@dogtober.org.au](mailto:info@dogtober.org.au)**

## When You Have Completed Your Fundraising Event

If you have raised funds online Assistance Dogs Australia will receive your money automatically. If you have raised your funds offline, please complete a Gift reconciliation form and send your cheque or postal order, payable to the Assistance Dogs Australia Ltd:

Assistance Dogs Australia  
P O Box 455  
Engadine  
NSW  
2233

## You can also make a donation online

Or directly in to our bank account:  
Commonwealth Bank,  
BSB: 062164  
Account: 28005315

## Assistance Dogs Pledge to You

The money you raise will help us to obtain and train puppies that will grow up to become Assistance Dogs- Dogs that will help someone with physical disabilities. These dogs help with everyday task such as picking up dropped items to pressing the traffic lights. They also provide independence and freedom and reduce the pressure on carers.