



FUNDRAISING CHECKLIST

Use this Checklist to guide you every step of the way to maximise your fundraising potential.



1. Select your preferred fundraising idea:

- Use our **Tried and Tested Fundraising Ideas** to inspire you or develop an idea of your own

2. Set yourself a Fundraising Target & remember the 60/40 Rule

- Set yourself target and budget and remember that according to the Fundraising Act 1998, proceeds donated from your fundraiser should be no less than 60% of the total profit. Costs should be kept up 40% of the funds raised.

3. Promoting your fundraiser

- Visit a Starlight Express Room to fully understand the impact your fundraising makes
- Print off a **Fundraising Poster** and place it wherever you can! Office, staff room, local gym etc... write on the poster what you are doing to encourage everyone's support
- Add a blog to your Online Fundraising Page detailing what you are doing (use **Make the most of your Online Fundraising Page** for more ideas)
- Refer to Starlight in any promotional activity by including key messages, examples of where the money goes or a Starlight story (see **Starlight & where the money goes**)

NB: If producing promotional collateral for your fundraiser including Starlight references, images or artwork, approval from Starlight is required before distribution.

4. Consider Corporate support for your fundraiser

- If you require goods or services for your fundraiser, consider what could be donated? Use the **GAC Endorsement Letter** to compliment any approaches for support that you make.
- Involve your corporate partners and suppliers by encouraging corporate donations or sponsorship of your fundraiser. If sponsorship, consider what you will ask for and what benefits you will provide in return? E.g. Logo inclusion on promotional material or a visit to a Starlight Express Room post event (can be organized by contacting Starlight)

NB: Tax deductions only apply to monetary donations. If a good is received for money donated e.g. purchasing an auction item, a tax deduction cannot be issued.

5. Collecting funds raised

- Funds raised can be collected in two key ways:
 1. Online – donations made to your Online Fundraising Page
 2. Offline – Cash, direct deposit or cheque donations made for your fundraiser.See **How to Collect Funds** for how to manage offline donations.

6. Thank everyone for their support of your fundraiser!

- Thank all supporters who donate online via email or phone along the way
- Use the **Thank You Certificate** to thank key supporters, major donors or sponsors
- Speak to Starlight about organising special thank yous for any major donors or sponsors where appropriate

For Fundraising support, contact Louisa (GAC committee) on 0416 745 191 or louisa.galpin@gmail.com

For Starlight support, contact Janyne on 02 8425 5962 or janyne.parsonage@starlight.org.au