

Student Ambassador's guide to organising a Telethon fundraising event

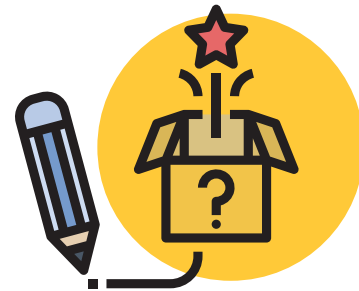


1. Generate ideas

Brainstorm as many fundraising ideas as you can think of.

Let the creative side of your brain 'do the talking', not the critical side. It's important that you don't try to evaluate the different ideas, or get stuck on expanding on them here, as this may limit the range of ideas you come up with.

Once you've come up with as many different ways to raise money as you can, try searching online for 'fundraising ideas for kids' or 'fundraising ideas for schools' to see what else you can add to your list.



2. Evaluate options

Sort out your ideas into 'easy', 'medium' and 'hard' to implement.

Decide how much time you are able to put into coordinating the fundraising event, and how many people you have who will be willing to work with you. Some ideas might be great, but could turn into a disaster if you run out of steam or don't have enough support.

Examine the different ideas you came up with and consider the pluses and minuses of doing each one, then choose between 3 and 5 that you think would be most doable.

Take your shortlist and discuss it with the school principal, and any other people who might be affected. This is important before you start further planning. For example, it is possible that your chosen event might conflict with another school activity, or it might be too similar to another fundraising drive already being planned.



3. Define and register the event

Clearly outline what your event will be, when and where it will take place, who will be involved, and how you will collect money.

You might like to set a target amount for your fundraising, too.

You will need to work with your teacher, principal or other adult mentor to make sure that all legal matters relating to fundraising are correctly attended to. For example, an adult will need to agree to Telethon's terms and conditions, fill out an online registration form, and check that your school has the necessary insurance or permits to run your event.



4. Make a plan

Prepare a detailed plan of action for your event.

Start by listing ALL the jobs that need to be done to make the event happen. Remember, some tasks might need to be done on the day of the fundraising event, while others may need to happen a long time before hand. For example, if your event needs trestle tables, you may need to organise for someone to set these out on the day – and pack them up at the end. But you might also need to check beforehand to find out where the tables are stored, if they will be available to use on the day, if they need table cloths etc.

Next to each task, write down the due date for this to be completed.

Don't forget – you are not running the event alone. So delegate and share responsibilities!



5. Have a 'Plan B'

Sometimes, the best laid plans can go astray.

Once you have your plan of action, consider what things could go wrong, and what you can do to manage this. For example, if you intend to run your event outdoors, what will you do if it rains? What will you do if the person who is nominated to do a certain role is sick on the day?

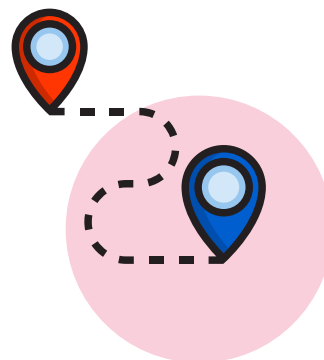


6. Keep track

In the lead up to the event, keep track of all the jobs, to make sure they are being done on time.

If you find that you are falling behind, get help. It is important not to leave things to the last minute.

Importantly, if you have to spend any money – for example, if you are doing a face painting activity, and need to purchase face paints – make sure you keep all the receipts and record how much you spent. This will be reconciled at the end. However, do not spend any of your own money on the event without discussing this with your adult mentor.



7. Promote your event

Once you have decided on your fundraising event, make sure that EVERYONE knows about it.

Here is some ways you might share information about it. You might have other ideas!

- PA announcement
- Notes home to students
- Newsletters
- Notes in diaries
- School social media post
- Posters in classrooms
- School assembly announcements

At the very least, make sure that people know:

- When the event will happen
- What they need to do on the day (eg. dress up? do a challenge?)
- How they can donate

However, remember that people are more likely to get on board with fundraising if:

- They think the event will be fun
- They understand why funds are needed
- They know how the money raised will be spent

So, when promoting your event, try to use words and images in your messages that help to communicate all these points.

Note: While it is important to encourage everyone to take part in fundraising and make a donation, remember you must never pressure anyone into it, or make them feel bad for not giving money. You don't know for sure what anyone's financial situation is like, and how they spend their money.

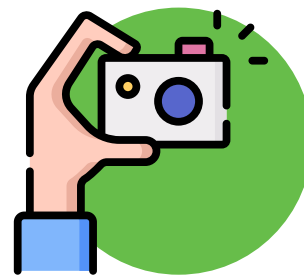


8. Enjoy and document the event

Make sure that you select several people to take photos and recordings of your fundraising event.

This way, you can celebrate and share your achievements with Telethon and the general public, add a write up for your school newsletter or year book – even maybe put it on your CV, to help you get a job later!

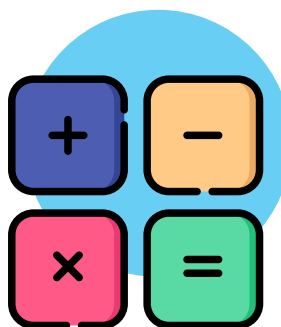
Knowing that other people successfully ran fundraising events can be a powerful motivator for others in the future who might want to do the same.



9. Count the donations and send them through

Working with your adult mentor, reconcile the income and costs from the fundraising event, and send the balance through to Telethon.

This needs to happen within 14 days of the event.



10. Finally...

Give yourself and your team a big pat on the back.

Take a deep breath. And plan another winning fundraiser!

