



CHAIN REACTION

THE ULTIMATE CORPORATE BIKE CHALLENGE

2019

**WOMEN'S 300
FUNDRAISING
TOOLKIT**

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WELCOME TO YOUR 2019 CHAIN REACTION CHALLENGE FUNDRAISING TOOLKIT.

In this document you will find tried and tested strategies for maximising your fundraising dollars as well as real examples from some of Chain Reaction's most successful fundraisers.

You also see how best to use some of the great Chain Reaction assets, suggestions on how to engage your organisation and ways to connect your network to Chain Reaction and our charity partners.

If there is anything else you need to support your fundraising campaign, we're here to help, so please reach out!

Thank you again for your commitment to fundraising for Chain Reaction and good luck in your efforts!

Warm Regards,
Chain Reaction Challenge Foundation

KEY CONTACTS

Jeff Dowsing

Marketing Executive, Chain Reaction
(03) 9908 8906
jdowsing@chain-reaction.org.au

Contact Jeff for the following:

- Profile updates
- Website Issues
- Marketing/fundraising materials (logos, images, etc)
- Donation and tax receipts
- Charity questions

Tim Chadd

Events Manager, Chain Reaction
(03) 8623 3475
tchadd@chain-reaction.org.au

Contact Tim for the following:

- Sponsorship invoicing
- Ride/Event logistics

THE FUNDRAISING FUNDAMENTALS

There are some basic fundamentals of fundraising that all riders should consider if donations are going to be maximised. The following items should form the basis of your fundraising approach.

START EARLY

Allow yourself plenty of time to raise your sponsorship dollars. The earlier you start, the more chance you have of reaching your goal.

ESTABLISH A FUNDRAISING GOAL

Set yourself an achievable goal and communicate this to your potential donors. Be sure not to set the bar too low, as once you achieve this level, people may be more reluctant to donate. You can update your target online as needed.

BE SPECIFIC IN WHAT YOU ASK FOR

Don't be afraid to be straight-forward in asking what amount you want from your donors. Whatever the amount, remember to directly ask for it.

DEVELOP A TARGET PROSPECT LIST

Put together a list of people that you can target for donations and segment this list based on the amount you think this donor can afford. Are they a \$5000 donor? \$1000? \$100? Cast the net wide and don't be afraid to ask everyone.

SET THE PACE BY MAKING A DONATION YOURSELF

Kick off your fundraising by making your own donation. This shows potential donors you are committed to reaching your goal and sets a positive tone for your fundraising effort.

LOOK TO PEOPLE FROM WITHIN YOUR ORGANISATION

Some of your strongest supporters will be from within your organisation. Ask your colleagues, boss, directors and anyone you can generally think of from within your organisation. You'll be surprised how much support you will receive.

MAKE DONATING EASY

Pass on a link to your profile page as often, and to as many people, as you can, including in social media.

IMPROVE YOUR ONLINE PROFILE

Don't underestimate the importance of having a good online profile page. Ensure you mention your connection to Chain Reaction and why the cause is important to you.

CONNECT WITH A CHILD'S STORY

One of the most powerful fundraising tools is to be able to properly communicate to your potential donors a connection you have with an ill or disadvantaged child. Life experiences are always the most convincing and everyone should have a story to tell - even if it's not their own.

ASK 'FACE-TO-FACE' WHERE POSSIBLE

Potential donors will always find it difficult to say 'no' in person, so don't be afraid to ask people for donations face-to-face. Even encourage them to give you cash at the time if they have it.

REMIND PEOPLE THAT DONATIONS ARE TAX DEDUCTIBLE

All donations over \$2 are tax deductible so don't forget to remind your potential donors about this benefit.

EDUCATE PEOPLE ABOUT THE CHARITIES

Make yourself familiar with our major charity partner, and where the money goes. Chain Reaction always ensures the money goes towards very worthy causes and communicating this to your audiences is very powerful.

MAKE A LIST OF POTENTIAL CORPORATE SPONSORS

Ensure you lean on your corporate contacts for donations. They are usually a very good source of larger donations.

BE HUMBLE AND SHOW APPRECIATION

Never forget the importance of thanking your donors. This means a personal 'thank you' email as soon as someone donates and then a more formal letter at the end of the ride. With the letter, perhaps even include a photo to really show that you appreciate their support.

PREPARE AN 'ELEVATOR SPEECH'

Your Chain Reaction 'elevator speech' is a pitch that you can deliver at anytime that succinctly conveys key messages about the ride, why you're doing it, who the charity partners are, where the money goes and why the person you're speaking to should donate to you. So know your facts, prepare the speech and deliver it with panache as often as you can.

TIME TO GET CREATIVE

In times when people are being frequently contacted by friends and colleagues for their various fundraising efforts, it is important to try and 'step outside the box' with the ways in which you generate donations. Here are a few ideas.

HOST A FUNDRAISING DINNER FOR FRIENDS AND FAMILY

Everyone has a local restaurant they love. Ask your local if they will host a dinner function for you at a reduced rate (or at a minimum let you BYO) then charge your guests a per head cost. At the event you can ask guests for extra donations or even host an auction for donated prizes.

HOST A FUNDRAISING BREAKFAST AT WORK

Ask your work to put on a breakfast in the boardroom for your fundraising effort. Attendees then 'pay at the door' with all proceeds going to you. It's also worth having small jars or similar to collect extra small donations. Every dollar counts!

YOUR UNIQUE OFFERING

Do you or your business have a unique skill set or asset that might make a good auction item? Consider how a money can't buy access can be appealing and use this as a raffle prize.

TAKE A LOOK AT YOUR CELLAR

Been keeping a few quality drops down in the cellar for a special occasion? Wondering why you've got all this top quality wine that you never drink? Why not sell them off to friends, colleagues or contacts and donate the money raised to your page?

APPROACH YOUR ORGANISATION

Many organisations will match donations 1:1 or similar for all fundraising efforts by employees. Talk to your HR department and see if a similar program is in place at your place of work.

USE SOCIAL MEDIA

Social media is a powerful selling tool, so make sure you publicise your fundraising effort online. Post constant updates on how you're tracking and ensure your Facebook, Twitter or LinkedIn page contains the link to your online profile.

ENCOURAGE COMPETITION

If you are in a business that relies on suppliers or providers, it is likely you will have significant leverage with these organisations and the potential to gather significant donations from them. Don't be afraid to 'pit' your suppliers, providers or clients against each other and work to encourage some rivalry between them. You can help encourage this competition by publicising the donation someone gave you so competing suppliers or providers take note.

A good way to do this is to setup a specific Facebook page for your fundraising purposes. Simply prepare a page (there are fantastic tutorials on Facebook for this) and then ask your friends, suppliers, contacts and clients to 'Like' your page. If they do, all fundraising updates you post will be seen by those that 'Like' you. It seems complex but is actually very simple. Just log on to Facebook and follow the instructions. For those with older children, ask them.

USE YOUR CORPORATE NETWORK

Leveraging your corporate network is a great way to encourage larger donations. Discuss with your suppliers or clients a way in which donations can be made in exchange for work. For example, if you are a real estate agent and sell a house for client, ask your client to donate \$x amount to your effort as a sign of thanks. Remember, all donations are tax deductible.

DONATIONS IN LIEU OF CORPORATE GIFTS

If your suppliers typically send you a Christmas hamper or other gifts at the holidays, consider requesting a donation from them instead of another bottle of wine.

HOST AN EVENT

Do you or your company have access to a corporate box at a sporting event? Consider hosting your donors at an event in exchange for a donation. It is here where a raffle or auction might serve well.

If you don't have a corporate box, reach out to your contacts for an interesting venue to host your own event - ensure it is interesting, entertaining and unique to other events they may be attending at that time or year or for similar causes. This is also a good place to hold an auction or raffle.

TIPS AND TRICKS

Whilst this document contains quite a lot of information to digest, the following is just a few additional points to again assist you in your effort. The most important thing to remember is to not be afraid to ask for help and advice from Chain Reaction staff or from your fellow riders.

TALK TO YOUR FELLOW CHAIN REACTION RIDERS

Many of your fellow Chain Reaction riders have tried and tested fundraising techniques so it pays to get on the phone and discuss some ideas with them. It can also be valuable to combine fundraising efforts to maximise the benefit.

GOOGLE

It is no secret that Google is an excellent resource for information and fundraising ideas is no exception. Don't be afraid to do a little research and see what innovative things people have done around the world to raise money.

THINK OUTSIDE THE BOX

Whilst it can be difficult to be creative and invent new ways of fundraising, it is worth sitting down and brainstorming ideas. Often the simplest things work the best.

DON'T BE AFRAID TO ROLL YOUR SLEEVES UP

With work and family commitments, not to mention training for the Chain Reaction Challenge, everyone is obviously pressed for time. However, the time you put into your fundraising effort will pay off, so try to work on raising dollars whenever you can.

PEOPLE LIKE GETTING SOMETHING IN RETURN

Whilst people will often happily donate to a cause, especially considering the donation is tax deductible, if they can potentially get something in return, the chances of a significant donation are only increased. The return may be as simple as a raffle ticket, for example, but just that small chance of winning a prize is often enough to convince potential donors of the additional 'value' of donating to your cause.

DON'T BE AFRAID TO CONSTANTLY REMIND

It's fair to say that most people hate being hassled, but this is no reason not to continually 'bother' your friends, family and work colleagues for a donation. Often, people will give you a donation just to get you off their back. In the end, any donation is a good donation so don't be afraid to remind your list of potential donors frequently. Just don't forget to continually update your email list so as those that have donated aren't bothered by your reminder emails.

INVOLVE YOUR FAMILY

As the saying goes... "two hands are always better than one", so don't be afraid to involve your family in your fundraising effort. Give them the task of helping you raise money so they truly feel like they're part of the journey. For example, you might be able to empower your partner to seek donations from their work colleagues and friends. Rest assured, your family will welcome any way you can get them involved.

RAFFLES AND AUCTIONS

While raffles can be a good option for raising a lot of money, a few words of advice.

- Stay away from niche or cycling-interest only prizes. While this might be very appealing to you and other CR riders, you want to cast a wide net and even entice your contacts to further share amongst their friends who may not care about that \$5,000 bike frame they might win.
- Consider broadly appealing items like trips/holiday packages, unique/hard to find wines or other fine items or if you are in the services industry, your own services free of charge/commission.
- Don't put all your eggs in the raffle basket. Remember that unless it was donated, your raffle prize will cost you money so already you're in the hole that amount.
- If you're really keen on a raffle, consider multiple or tiered prizes.

A raffle should supplement your fundraising campaign - maybe it targets a different group of contacts, but it should never be the only method you use.

BEST PRACTICES

Here is just a sample of some of the best that you can personalise and implement in your own campaigns. And as always, please reach out to other Chain Reaction riders for support and suggestions from those that have been at it a long time and have tried and tested techniques.

TRADITIONAL EMAIL CAMPAIGN

In only his second year on Chain Reaction, Andrew Harvey from the NSW Chain Reaction Challenge sent over 400 personalised emails to his friends, colleagues and clients. Specifically he stated why this was so important to him to achieve not only the cycling challenge, but an impressive fundraising goal of \$10,000. Around 150 people followed up with a donation. When he met that goal, he didn't stop and kept raising it by \$1,000 until ultimately he reached \$16,000 on his second day of the ride.

ANDREW'S KEYS TO SUCCESS:

- **Write from the heart** - the charities stories are impactful but if you personally have a story, don't be afraid to include it
- **Make the ask** - Ask for a specific amount you think that person can reasonably commit to (and if they can't, include a back up ask)
- **Sincere Thank You** - once donated, immediately send a personalised thank you email or phone call
- **Keep them engaged** - be sure to include them in updates on ride with the daily video and blog

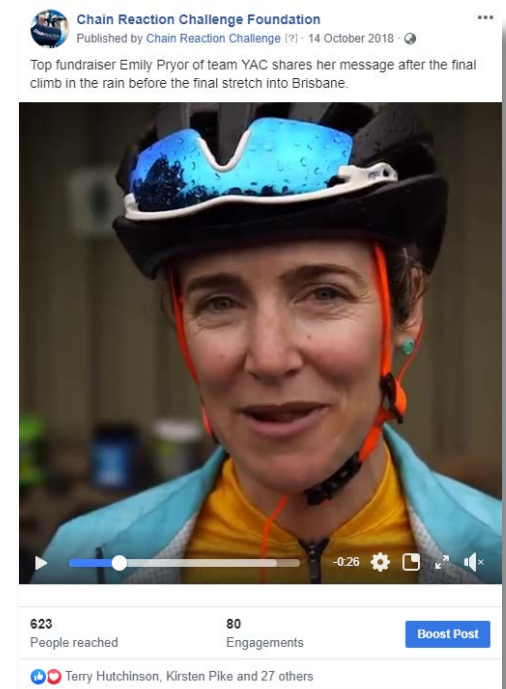
SOCIAL MEDIA CAMPAIGN

Not everyone is a social media guru and not all platforms are good for soliciting donations. One of our Victorian 7 day teams utilised their organisation's marketing department to help them develop posts and ride updates during the ride itself to generate excitement, interest and an immediate call to action to the organisation's followers, not just the rider's.

From a single post on day 2 of the 7 day ride, one member of the team was able to raise \$1,000. Might not sound like much but \$1,000/day is a pretty good return for 5 minutes of social media work!

SOCIAL MEDIA KEYS TO SUCCESS:

- **Personal** - this is your network and they are 'friends' with you for a reason. Make sure you are true to yourself and your reasons for asking in your post
- **Keep it short** - Captions and calls to action should be no longer than 3 lines.
- **Make it visual** - short video, slideshow or a great photo work the best for capturing attention. You can even record your own request on your smart phone to post directly (get your kid's help if you aren't tech savvy)
- **Use Chain Reaction content** - we have some amazing videos, photos and charity partner stories available to you to help your fundraising campaign. Be sure to follow us on social media to see what we have to offer.



BEST PRACTICES

Here is just a sample of some of the best that you can personalise and implement in your own campaigns. And as always, please reach out to other Chain Reaction riders for support and suggestions from those that have been at it a long time and have tried and tested techniques.

TELL YOUR RIDERS WHAT TO DONATE AND SEGMENT YOUR LIST

One of our most successful fundraisers, Peter O’Keeffe from the Queensland Challenge segments his prospect list based on what he believes is the value of the business relationship and what he believes they can afford to donate. Then he asks for that amount specifically.

His approach to “The Ask”:

‘I value our 10 year business partnership and your donation will have a significant impact on the kids at Charity A and Charity B. I’d appreciate the support from Company ABC for \$10,000. I understand budgets may be tight and your industry is going through some major changes so, if that amount is not in your budget this year, I would accept \$5,000.

Thank you for your generous support.’

TIPS:

- **Segment** your list by how much you think they should donate based on your knowledge of their business or their relationship with you or your organisation
- **Make the ask** for a specific amount you think that person can reasonably commit to (and if they can’t, include a back up ask)
- **Don’t be disappointed.** If you want \$500 from donors, then say that otherwise you might only get \$50.

SUCCESSFUL EVENTS

A long-standing successful event comes from the Victorian Committee Chairman, Andrew Hayne, who hosts a golf day every year as a team fundraiser.

To play in the Sorrento Scramble, riders pay an entry fee and the overall winner receives the pooled entry fees as prize money. The winner then makes a donation in the same amount back to Andrew’s team as a tax deductible donation.

If you choose something similar, you could also run several contest holes in which players can pay to enter the long drive contest, the hole in one and closest to the pin as well as other raffles and auction prizes.

Andrew ensures his golfers enjoy the atmosphere and the event attracts donors who may not be involved in cycling themselves, therefore diversifying his pool of donors.

Each year, this event raises around \$20,000.

Andrew is happy to share his concepts with others. Please feel free to reach out to him.

Andrew Hayne
ah@marshallwhite.com.au



WEBSITE TOOLS

Our new website platform offers some powerful tools to help you fundraise and engage with potential donors. Set a personalised fundraising target, customise the look of your page, recognise sponsors, connect your Strava and customise dollar handles to really have an impact.

PHOTO AND BLOG

You'll notice on your fundraising page that you can do a lot of customisation.

- profile photo
- cover photo (like Facebook)
- blog updates on your training and fundraising progress

A short video is available [HERE](#) that can walk you through the process to customise your page.

SYNC YOUR STRAVA

You can connect your Strava to your fundraising page so that sponsors and supporters can see your training progress.

An email will be sent through instructing you how to do this, otherwise reach out to Chain Reaction for guidance.



CUSTOMISED DOLLAR HANDLES

Within your page you can indicate donation levels and link them to measurable and tangible benefits to the charities. This also helps set the expectations for donors. If you want to have a serious impact on the kids and families, then it's okay to set a 'recommended minimum' donation amount of \$50.

We recommend setting these up according to your segmented list and based on information from our charity partners.

Select amount to donate

\$50
\$50 will support one child in art therapy

\$100
\$100 will help cover the cost of sensory play equipment

Enter an amount

DONATE

EMAIL TEMPLATES

Donation request emails and thank you emails have been set up within your fundraising pages. You can send these directly to your donors from the website if you like or use them as a base template for which to send your own. The choice is yours!

SEND EMAILS TO FRIENDS AND FAMILY

Your email address (add a comma to between addresses if sending to more than one person)

or Tick this box to send this email to all of your sponsors

CREATE YOUR EMAIL

Email Subject: Select Email Template:

Email Message:

To:

Send your message

Dear [Name],

I am writing you in Chain Reaction TET team supporting Chain Reaction Children's Foundation (CRF) to make a real difference to the lives of children and the children that support them.

I would be so grateful if you could please help me make a difference and donate to my fundraising page. [https://www.chainreaction.org.au/donate/yourname](#)

Thank you so much for your support.

Yours sincerely,

Tim Thwait

ENGAGE YOUR ORGANISATION

PRESS KIT CONTENTS

Press Release

One page powerpoint slide

Brochure about Chain Reaction

Charity Partner brochures

Links to all social media channels

Links to photos and videos

Template for corporate sponsor logo lockup

Template for email signature

Logo files and instruction for use

If you'd like a copy of the Press Kit tailored for your organisation, please contact

Jeff Dowsing

Marketing Executive, Chain Reaction
(03) 9908 8906

jdowsing@chain-reaction.org.au

If your organisation is a sponsor, we have developed a Press Kit that will provide them with all the information and assets that can be used to promote their support of your team in Chain Reaction. For anything not in the press kit, please reach out to Cori, Chain Reaction's marketing manager.

EXAMPLE: KORDAMENTHA ENGAGEMENT

With KordaMentha employees in each of the Chain Reaction events, the marketing team used press kit elements to build internal support and recognition of their riders.

Marketing exposure included:

- Intranet posts before, during and after each event
- Social media posts and shares using CR content
- Internal support of fundraising campaign raffles and auctions for the teams
- Full branding of the team's kit in line with their corporate re-brand



Proud sponsor of the 2019 Chain Reaction Challenge

[Home](#) | [News and Insights](#)

Five saddle up for Chain Reaction Queensland

Five members of our respected Queensland practice saddle up for Chain Reaction Queensland 2017.



May 03, 2017

This week, Brisbane locals Brian Wood, Brad Bennett, Jarrod Villani, Matthew O'Keefe and Tim Keenan join a peloton of 48 senior executives to tackle a gruelling seven-day 1,000 km bike ride from Sydney to Brisbane as part of Chain Reaction Queensland. The ride is one of four annual events run by Chain Reaction, the corporate cycling charity that challenges executives who have a passion for cycling and an awareness of their social responsibilities to get out of their comfort zones and onto their bikes to raise funds for seriously ill children.

So far, the 2017 Chain Reaction Queensland event has raised \$935,298 for the AEIOU Foundation and Ronald MacDonald House in Brisbane with a goal of reaching the \$1 million mark before the riders roll into Brisbane on the 4 May 2017.

KordaMentha

WOMEN'S 300 CHARITY PARTNERS

The 2019 event has a fundraising goal of \$450,000 benefitting our major charity partner, AEIOU Foundation for children with autism and minor charity partner, the Mater Foundation. Please see separate attachment for charity brochures and video.



MAJOR CHARITY PARTNER

The AEIOU Foundation for children with autism has been providing life changing early intervention since 2005. AEIOU Foundation operates 10 autism treatment centres across Queensland (9) and South Australia (1) and is the leader in the treatment of autism through their early intervention programs.

Funds allocated to AEIOU will help facilitate a refurbishment and fit out of its Toowoomba centre, enabling more children in the region access to a safe, secure and modern facility for therapy and care, including a new classroom and an upgraded playground and sensory garden.

Watch this [video](#) to see Oliver's Story and how he has benefitted from AEIOU's services.

MINOR CHARITY PARTNER



Founded in 1906, the Mater Foundation is a group of seven hospitals committed to providing exceptional care. Besides the 10,000 babies born at Mater each year, at least 2000 seriously ill and premature infants are cared for by Mater's Neonatal Critical Unit.

Donations allocated to Mater from this event will help fund a shuttle/warmer device which transports babies on their bed to theatre, eliminating the need for an incubator and the potential for clinical problems experienced by critically ill babies. .

For more information about the Mater Foundation's 'Little Miracles' program, visit www.materfoundation.org.au/get-involved/join-an-event/causes/mater-little-miracles

EMAIL SIGNATURE

Let your networks and contacts know that you're involved with Chain Reaction and raising money for some very worthy charities.

Chain Reaction has created an image to add to your email signature to let people know you are participating and that they can donate to you directly by clicking the link.

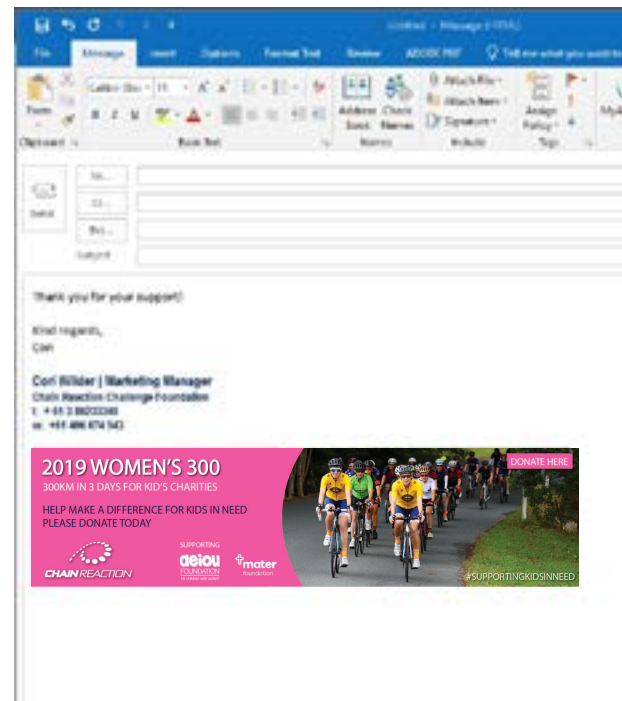
This is designed for use in Outlook with the image hyperlinked to your personal fundraising page.

If your organisation controls signatures from a central location (your IT department), please contact them for permission and assistance.

If you use a system other than Outlook, you may need extra assistance setting this up and including the link to donate.

Contact Jeff Dowsing, Chain Reaction's marketing executive, for assistance and/or alternative artwork.

Jeff Dowsing
(03) 9908 8906
jdowsing@chain-reaction.org.au



Instructions on how to set this up are in a separate attachment along with the image to include.

SOCIAL MEDIA

It's easy to use Chain Reaction content when you follow us on social media!
Just like, follow and then share our stuff!

NOTE: when tagging Chain Reaction in your post, please note the different handles for each social platform.

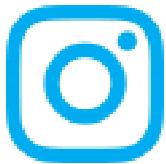
FOLLOW US!



@chainreactionv



/chainreactionchallenge



@chainreactionau



/chainreactionchallengefoundation



/user5003002

TAG US!

#cr300

#supportingkidsinneed

#300kmin3days

#charitycycling

**DON'T FORGET
TO FOLLOW AND
TAG OUR CHARITY
PARTNERS TOO!**

@AEIOUFUNDATION