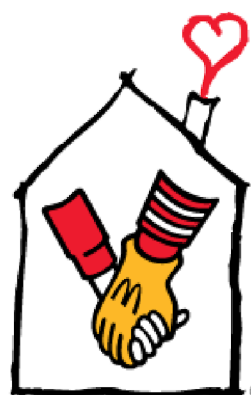


2024 McDonald's Townsville Running Festival

FUNDRAISING TIPS & TRICKS



Ronald McDonald
House Charities®
North Australia

HOW TO ASK FOR DONATIONS

1 How to Ask

- In person, directly
- Handwritten letter
- Via email
- Via phone call
- Via social media

2 Suggest an Amount

People like to know what is expected from them, so giving someone a guide of how much to donate and what your goal is might make them more comfortable to contribute to your efforts!

3 Explain Why

Let people know what you are doing (what event you have registered in), and why (to raise money for sick and injured children at the Ronald McDonald House Charities (RMHC) North Australia.

4 Make it Easy

Share the link to your Funraisin' Page, or create a QR Code and get people to scan that- There are plenty of downloadable graphics for you to share across your social media and get people engaged!

5 Say Thank You

Appreciation is key! You can say thank you personally, with a phone call, or through your Funraisin' page.

Every interaction counts!

Don't Be Afraid to Ask Twice!

You are doing something amazing for your community and for yourself, so don't worry about giving a friendly reminder about supporting you at the event!

HOST A FUNDRAISING EVENT

Organising a fundraising event in the lead up to the festival is a great way to reach your goal, and can be a lot of fun! You can make it as simple or as complex as you like. It's a great way to raise money and give something back to those supporting you on your journey.

Be sure to let your supporters know exactly what you are doing, how challenging it is, and why you are supporting Ronald McDonald House Charities (RMHC) North Australia. It will help them to feel more involved in what you are doing and why you are raising funds. Be creative- tap into your own talents and those of friends and family around you, and most of all... HAVE FUN!

Stuck for ideas? See below!

BAKE SALE

Organise for yourself and a few good mates to bake some delicious goodies and sell them

CAR WASH

Get some friends together and host an event where you can wash cars for donations

GARAGE SALE

What a great excuse for a spring clean! You can even have friends and family donate items to you, with proceeds going towards your cause

TRIVIA NIGHT

Test your general knowledge and head to the local pub to host a trivia night where you can charge an entry fee for teams

SAUSAGE SIZZLE

What Aussie doesn't love a good snag?! Reach out to your local Bunnings and host a sausage sizzle for a gold coin donation

WORKPLACE FUNDRAISING TIPS

Workplaces love to support the community they are in, and many workplaces have a matched funding program or allocation in their budget to donate to charitable causes. Even if your employer doesn't have a program or process in place, they may still be willing to donate to you and/or your team. You won't know until you ask!

Even if you are not representing your organisation, you can still ask if your employer will be willing to support you for the McDonald's Townsville Running Festival.



Who to ask

Speak to your HR department, your manager, or your CEO. Ask if your company matches funds or has a program in place to donate a certain amount to charitable causes. Let them know about the event, the charity you are raising funds for, and the community you are supporting. It's all about context!

How to ask

Face-to-face is the best way to communicate your message, your fundraising goal, and to ask for support. If this isn't possible, send an email with a link to your team page or call the appropriate person. You may be asked for a letter or email outlining your proposal, or other supporting documentation- which we can provide you with, easy peasy!

The Kicker

Offer to put your company's logo on your fundraising page to publicise the fact that they're helping you achieve your team's goals and making a difference in the community. That's great marketing for any organisation!

