



## Top 10 fundraising tips

**Need some inspiration on how to kick-start your Vinnies CEO Sleepout fundraising campaign? Here are ten useful tips and ideas to help you get started and surpass your fundraising goal.**

### **1 LEAD BY EXAMPLE**

Kick off your fundraising efforts by making a personal donation of cash or hours to your campaign and show your supporters that you're committed to the event. Encourage your peers to get involved and match your donation or hours pledge!

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### **2 SPREAD THE WORD**

As with any successful campaign, marketing is key. Utilise your professional and personal online networks to promote your participation and encourage donations. LinkedIn, Twitter, Facebook and Instagram are all important platforms for getting your message out there. Educate your audience about the issue of homelessness, how the event is changing for this year and let them know that they can visit your page to make a difference.

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### **3 YOU'VE GOT MAIL**

Visit your Vinnies CEO Sleepout dashboard at [www.ceosleepout.org.au](http://www.ceosleepout.org.au) to access draft email templates which you can send on to your friends, colleagues and family, encouraging them to sponsor you. Let your supporters know that this year, you will be raising cash as well as hours.

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### **4 PERSONALISE YOUR FUNDRAISING PAGE**

By adding personal touches to your fundraising page your friends and family will be more likely to invest in your cause. Log in to your Vinnies CEO Sleepout dashboard to add a profile picture, fill out your personal summary and provide updates on your fundraising progress via your personal blog.

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### **5 MAKE THEM AN OFFER THEY CAN'T REFUSE**

Create engaging incentives that will encourage your employees to jump on board and sponsor you. Set a workplace or work from home fundraising goal and offer an incentive if it's reached (e.g. a pizza lunch for the department that raises the most funds once back in the office).

Alternatively, host a pyjama day, online trivia night or virtual office Olympics. Not only will these activities help raise funds, they'll also encourage team building and boost morale while we are socially distanced.

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### **6 CREATE A POSITIVE MEDIA ANGLE**

There's an opportunity to dedicate a percentage of your business's sales to the Vinnies CEO Sleepout. This is a great way to create a positive media angle and even boost sales. Alternatively, advocate your participation through industry media - a great way to raise awareness of your company and your cause.

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## 7 GET BY WITH A LITTLE HELP FROM YOUR FRIENDS

Organise a team catchup via Zoom and have your network help choose where you pledge your time. Maybe they would like to get involved by contributing items to a donation box. This is a great way to raise awareness as well as build your Vinnies hours, and will help boost morale amongst your team.

## 8 RAFFLE OFF YOUR BEST ASSETS

Does your company sell products or experiences? Perhaps you have access to a corporate box or a piece of memorabilia? Put together a great prize pack made up of your service or product and raffle it off amongst your staff or clients as well as their family and friends!

## 9 CALL IN SOME FAVOURS

This is where your previous acts of generosity pay off. Who have you supported or sponsored in the past that may be in a position to return the favour now? It's time to ask these people to support you in return.

## 10 'THANK YOU' GOES A LONG WAY

Don't forget to thank everyone who has supported your campaign and be sure to provide them with regular updates on your fundraising progress. If you are pledging your time to earn Vinnies hours, why not share your experience with your supporters to spread the word and encourage future donations.

### BONUS TIP

**The Vinnies CEO Sleepout website and your personal portal/dashboard have tonnes of useful templates, resources and promotional materials to assist with your fundraising efforts.**

Of course, innovation and creativity are always encouraged so don't be afraid to think outside the box to really make a splash.

## YOUR DONATION PITCH

**Need help convincing people to donate? Here's some key selling points:**

### WHY WE ARE DOING THIS

The latest figures from the Australian Bureau of Statistics show that 116,000 people in Australia are experiencing homelessness. It's not just the figures that matter, it's the people behind them.

Visit [www.ceosleepout.org.au](http://www.ceosleepout.org.au) to read some of the stories of people who have been helped by Vinnies.

### HOW WE CAN HELP

Every night, Vinnies provides crisis accommodation facilities to thousands of Australians. A donation to the Vinnies CEO Sleepout helps fund Vinnies homeless services in capital cities and regional centres.

### TAX BENEFITS

All donations of two dollars or more are tax deductible.



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