



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 to your campaign and show your supporters that you're committed to the event. Encourage your peers to get involved and match your donation!

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.

3 YOU'VE GOT MAIL

Visit your Vinnies CEO Sleepout dashboard at 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.

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.

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.

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

Turn the weekly catch up with your team into a fundraiser. Host a Sunday brunch, footy night or even a games night – the sky is the limit!

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.

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 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.



St Vincent de Paul Society
good works