

Variety Ruby Road Trip Fundraising Guide

variety
RUBY ROAD
TRIP

Thank you for making the commitment to fundraise for WA kids who are sick, disadvantaged or living with disability!

This fundraising guide will help you to smash your fundraising target in no time, with tips, ideas and resources to get you on the right track.

Your fundraising has a real impact on children's lives. Here's how:

\$350 can purchase a specialised wig for a child living with alopecia, cancer or another illness causing hair loss.

\$500 can supply an iPad communication device and protective cover for a non-verbal child, which helps kids to communicate effectively with their parents and peers and improves behaviour and social inclusion.

\$1,000 could supply a specialised trampoline for children with sensory needs, acting as a calming, regulating and fun form of exercise for kids with a disability.

\$2,500 can help a disadvantaged child follow their dreams with a scholarship in the arts, sport or education.



How to get started:

- Step 1** Register your car for the Variety Ruby Road Trip (you can only fundraise for 2020 once you have registered). Register online [here](#). For instructions on how to register and use the fundraising platform, [click here](#).
- Step 2** Receive your 'Authority to Fundraise' letter – Variety will send you this once you register.
- Step 3** Personally ask your friends and family to support you. Let them know you are covering all your own expenses, and that their donation is tax deductible and goes straight to the charity. You may be surprised at the positive response you get!
- Step 4** Use this guide, ask fellow participants or visit our [website](#) to get inspiration and plan your own fundraisers.
- Step 5** Email our Events Team with the details of your fundraisers at events@varietywa.org.au, so we can help you get the most out of it and ensure there are no conflicts of interest. We can also help you promote your event or initiative on our website and in our e-newsletter, and share it with others to inspire others.

Helpful links:

- Licence application with Department of Liquor and Gaming, website [here](#). (You will need to use the Variety Charitable Collections License number to apply, which you receive from Variety WA when you register)
- Raffle & Liquor licence information [here](#).
- For more ideas, come along to our next catch-up, get in touch or keep an eye on the Variety Bash, 4WD & Cruise [Facebook page](#).

For more information contact the Variety Events Team at events@varietywa.org.au or on (08) 9355 3655

Fundraising Tips & Ideas



A-Z List of Fundraising Tips and Ideas!

There are endless ways to fundraise for Variety WA and reach your fundraising target! If you don't know where to start, here's an A-Z list of how you can maximise your fundraising efforts to raise more money for WA kids in need...

A. Ask, ask, and ask again! Approach everyone you can think of to ask for support. Ask your family, friends, neighbours, business partners, or strike up a conversation with someone you haven't talked to in a while!

B. Barbeque. Whether it's in your workplace, at your local Bunnings or in your own backyard – fundraising barbeques are a great way to kick off the weekend and progress toward your target at the same time. Offer ice-cold drinks or sweet treats to boost your sales.

C. Celebration-based fundraising. Got a birthday or anniversary coming up soon? Ask for people to donate to your fundraising page in lieu of presents.

D. Ditch the clutter. Get rid of those items that you've been holding onto but never actually use and sell them on Gumtree, E-Bay, Facebook or other online marketplaces. You could even hold a garage sale and ask friends and family to donate their rarely used items, too.

E. Explain the reason behind your fundraising. People are more likely to give if they feel connected to the cause that you're supporting. Don't forget to explain why you're doing what you're doing and use the "proudly supporting Variety – the Children's Charity" logo in your communications.

F. Finish off your fundraising page. Have you updated your profile picture and summary on your fundraising page? Why not write a blog post about what the cause means to you? The more you personalise and share your page, the more likely you are to receive donations from people you know.

G. Get social! Post your fundraising page URL on Facebook and other social media channels that you use. You can use the templates we've provided in this kit to get your started.

H. Host an event. Hold a long lunch, golf day, cocktail party, music concert or movie night and sell tickets, with the proceeds from ticket sales to be donated towards your cause.

I. Invite people who have attended your fundraising events in the past. Keep a database of people who have supported you/ your fundraising events in the past, so you've got a strong invite list for the next event.

J. Jog their memories. People need to be asked an average of 3 times before they give a donation, so make sure you remind them if they haven't got back to you yet.

K. Kid-sit. Offer to babysit or 'kid-sit' for your friends or family members and ask them to donate their usual babysitting fee to your fundraising total.

L. Laugh it out! Raise money by selling tickets to an existing 6pm comedy show at the Comedy Lounge [here](#). They'll give you a promo code, and for every ticket sold with that promo code, they'll donate \$10 back to you!



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Fundraising Tips & Ideas



M. Match donations. Get your employer to match all or part of your fundraising efforts, or get a sponsor on board to do the same.

N. Negotiate donations into your dealings. Offer to help others out in return for a donation. It's a win-win!

O. Office coffee tips. Put a tip jar next to your office coffee machine and ask people to make a small donation for each cup of coffee. Instead of asking for a donation every time, you could display a tally sheet next to the coffee machine and ask people to make one larger donation at the end-date of the fundraiser.

P. Put yourself up for a challenge. Whether it's hiking a mountain, cycling to Albany, or giving up caffeine, sugar, or dare we say alcohol, if it's been on your bucket list for a while then let's help you cross it off, all whilst raising funds for Variety.

Q. Quiz/ trivia night. Put your quiz master hat on and invite some friends over for an entertaining night for a cause, or approach your local bar/ function centre and get the community involved.

R. Raffle or auction off a special prize. You can ask for a prize to be donated or raffle off a service that you can personally provide to keep your outgoing costs low.

S. Seek sponsorship. Approach your business networks and local business owners to seek a financial or in-kind business contribution, in exchange for public recognition.

T. Tip jar or swear jar. Put it in your home, workplace and/or club. With any luck, it'll be filled to the top in no time!

U. Upcycle. Transform materials/ items that you have easy access to and sell them for a profit at local markets, online, or to friends and family.

V. Videos are worth 1,000 pictures. A picture paints 1,000 words, but there's no better channel to tell a story and get your message across than video. Share a [Variety WA video](#) to show people what you're doing and why you're doing it.

W. Work steadily towards your target throughout the year. Slow and steady wins this race! Keep up your fundraising efforts steadily throughout the year, and this will accumulate into a massive overall fundraising impact.

X. Xmas in July. Or August. Or September! Throw an unofficial Xmas celebration any day of the year and instead of giving gifts, ask people to give to your fundraising page. Merry fundraising!

Y. You're not alone! If you're struggling to meet your fundraising target, please don't hesitate to reach out to Variety WA for support. You could even team up with another car to hold a bigger fundraiser and split the fundraising money between the cars at the end.

Z. Zany dress day. Hold a casual dress day in your office or approach a school that you're involved with to get the kids involved. Instead of a typical "casual" dress day, you could choose a fun or zany theme, like rubies!



For more information contact the Variety Events Team at events@varietywa.org.au or on (08) 9355 3655

Event Planning

Here are a few things to consider for your fundraising event...

Think about how you can make your event stand out and draw a crowd with themes, activities and creative touches. Don't be shy about contacting friends or businesses to see if they can donate items for you to use or auction off.

Here are a few event ideas:

- Trivia night, quiz night or bingo
- Sausage sizzle
- Morning tea, afternoon tea or high tea
- Golf day
- Bake sale
- Movie night
- Car wash
- Dinner party
- Raffle or auction
- Colour or shave your hair

When organising your fundraising event, think about:

- Venue, catering and beverages
- Sponsors
- Budget
- Ticket Price
- Entertainment/theme
- Timing
- Promotion
- Ticket sales method
- Fundraising strategy

Let us know about your fundraising events so we can promote them on our website and in our e-newsletter. Simply email the following details to events@varietywa.org.au:

- Event time and date
- Ticket price and inclusions
- Key highlights of the event
- An event flyer/ image (if you have one)
- Contact details/ URL to book tickets



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Fundraising Resources

Use these resources to help you with your fundraising efforts...

Elevator pitch

I'm participating in the 2020 Variety Ruby Road Trip to raise money for disadvantaged kids in WA.

The Variety Ruby Road Trip will see Variety supporters from all different events come together to hit the tracks as we adventure around WA. This brand new hybrid event will see Variety Bash cars, four-wheel-drives and creative cars (i.e. classic or muscle cars) set off on an action-packed four-day road trip, in celebration of the 40th Ruby anniversary of Variety - the Children's Charity of WA.

On the road, we'll get to deliver grants and equipment to local schools, to see where some of the fundraising dollars go.

By participating in the Ruby Road Trip, I agreed to meet a minimum fundraising target, and I need your help to reach it! We pay an entry fee to cover our personal costs on top of our fundraising efforts, so your donation will go straight to the charity to help kids who are sick, disadvantaged or living with disability in WA. My car is aiming to raise \$_____ for WA kids in need. Will you help by [making a tax-deductible donation/ sponsoring my car/ buying a ticket to our fundraising event/ purchasing a raffle ticket/ donating an item of value for auction]?

A4 Flyer/ Poster/ Event Invitation

Click the thumbnail below to access, edit and print this general promotional flyer. Don't forget to include your fundraising details in the white text box at the bottom, and include a direct link to your fundraising page so they can make an immediate donation...



We suggest that you save this document as a PDF before sharing it online.

Personalised Donation Request Form

Our Variety Events team will send you a personalised donation request form via email. This will include your car number and donation URL, as well as a physical donation form that your supporters can fill out and return to the Variety WA office.

Fundraising Resources

Use these resources to help you with your fundraising efforts...

Email Template

Hello,

In October 2020, I'll be participating in the 2020 Variety WA Ruby Road Trip to raise money for disadvantaged kids in WA.

The Variety Ruby Road Trip will see Variety supporters from all different events come together to hit the tracks as we adventure around WA. This brand new hybrid event will see Variety Bash cars, four-wheel-drives and creative cars (i.e. classic or muscle cars) set off on an action-packed four-day road trip, in celebration of the 40th Ruby anniversary of Variety - the Children's Charity of WA.

We'll be stopping off at local schools throughout the Perth and Peel region to deliver grants and equipment for education, health and mobility, en-route to some of the best locations in the West. And the giving doesn't stop there! Variety WA continue to support children, families and communities throughout the year with funds raised from the Variety Ruby Road Trip event.

Make a tax-deductible donation on our team page to help us reach our fundraising target and give WA kids a fair go! Visit our page today: [\[your fundraising page URL\]](#)

You will receive an instant receipt from Variety - the Children's Charity of WA, and don't forget, all donations over \$2 are tax deductible.

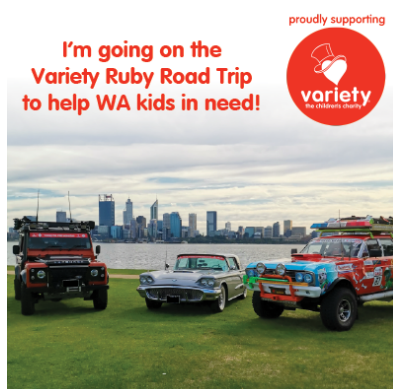
Thanks for your support,

[\[Your name\]](#)

Social Media Posts

Click on the thumbnails below to access the full-sized images and share them on your Facebook and Instagram pages. The text below is an example of what you might like to say in your post.

I'm taking part in the 2020 Variety Ruby Road Trip to help raise money for WA kids in need. Visit our team fundraising page to help us reach our fundraising target! All donations over \$2 are tax deductible. 100% of your donation will go directly to @Variety - the Children's Charity of WA [\[your fundraising page URL\]](#)



Banners and Promotional Materials

Variety WA have a range of promotional materials you can hire for your events, including "About Variety WA" brochures, red and white teardrop banners available for indoor and outdoor use, a motor archway and (at a cost charged to your car) red flashing heart rings and pins. Get in touch with the Variety Events team for more details.

Videos

Share our videos of kids who have been helped by Variety WA, thanks to fundraising events like the Variety Ruby Road Trip. Share the videos with friends, family and colleagues to show how their support can make a real difference. You can find a range of videos to share on the [Variety WA YouTube Channel](#).

Variety Ruby Road Trip Branding Guide



If you're going on the Variety Ruby Road Trip, you will need to use the Variety logo in your fundraising material. This is a short guide to explain the correct way to use the Variety logo and brand. We really appreciate that you follow these guidelines throughout the duration of your fundraising, to help us Variety.

Naming your Event

All events held outside of Variety must be labelled as an event supporting Variety - the Children's Charity of WA rather than labelling it as a Variety event. You may also wish to include your car number in the title or event description, as per the following example:

Pizza Night Fundraiser

***Support our Variety Ruby Road Trip Car #40 fundraiser,
proudly supporting Variety - the Children's Charity of WA***

Logos

The following logos can be used on your promotional materials to show people where their money goes. Click on the logo icons below to access the full-sized logo files. We encourage you to use these on any marketing collateral for fundraising events and for social media engagement.

Please note – **none of the supplied logos may be changed or adjusted in any way.** This includes stretching of the logo to fit into a desired space. Please contact Variety WA if you require any assistance with this.

If you require another logo that isn't available below, please contact jacinta.balestra@varietywa.org.au

proudly supporting



proudly supporting



proudly supporting



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Variety Ruby Road Trip Branding Guide



Referring to Variety - the Children's Charity

Variety WA changed its name in 2005 and is NO LONGER referred to as "Variety Club". Please refer to the charity as one the following:

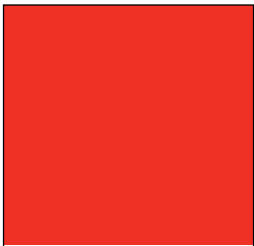
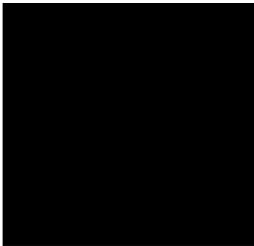
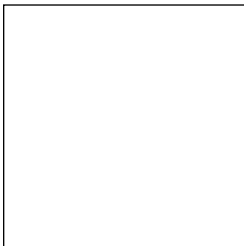
Variety - the Children's Charity of WA

Variety - the Children's Charity

Variety WA

Colours

Below are the Variety brand colours. Please use them in your fundraising material where you can.

		
PANTONE® 485 CMYK 0, 95, 100, 0 RGB 238, 49, 36 HTML #EE3123	PANTONE® BLACK CMYK 0, 0, 0, 100 RGB 0, 0, 0 HTML #000000	PANTONE® WHITE CMYK 0, 0, 0, 0 RGB 255, 255, 255 HTML #FFFFFF

Fonts

We encourage you to use the following brand fonts in your fundraising collateral:

- Heading Font – **VAG Rounded Bold**
- Paragraph Font – Lato Regular

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