

Variety Bash

Fundraising Guide



You will be amazed at the generosity of your friends, family and local community when it comes to raising money for Variety. They know the Variety Bash has impacted thousands of children in need, and that you are having fun for all the right reasons.

Let them know you are covering all your own expenses, and that the money you are raising is tax deductible and goes straight into the charity – you will exceed your fundraising targets before you know it!



Here's a step-by-step guide to get you started!

- Step 1** Register your car for the Variety Bash (you can only fundraise for Bash cars that have been registered for 2020). 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** Get inspiration and plan your fundraising initiatives. Use this guide, ask fellow Bashers or see what other Variety Fundraisers are up to on our [website](#).
- Step 4** Email the Event Coordinator, Richelle with some basic details of your fundraising events at events@varietywa.org.au, so we can help you get the most out of the event and ensure there are no conflicts of interest. We can also help you promote it on our website and in our e-newsletter, and share your awesome fundraising with 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, or keep an eye on the Variety Bash, 4WD & Cruise [Facebook page](#) to see other Bashers at work.

Thank you for fundraising for Variety WA

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.

For more information contact the Variety Bash 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. Killerby wine fundraiser. Use [this form](#) to order your wine from Killerby Wine (and encourage your friends and family to do the same), and they'll donate \$20 for every 6-pack of wine to your fundraising.

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](#) or [Bash 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 evenly 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 the decade that your Bash car was built.



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Event Planning

Here are a few ways we can help you with your fundraising

Event Planning

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.

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



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

How we can help you

Here are a few ways we can help you with your fundraising...

Promotional Materials

Variety WA have a number of promotional materials you are able to hire for your events. Including red and white tear drops available for inside and outdoor use, motoring archway, information flyers, and (at a cost charged to your car) red flashing heart rings and pins.

You will also receive a personalised A4 fundraising flyer/ poster, which you can share online and at events.

Videos

We encourage you to use stories of our Variety kids to spread the Variety message and inspire greater giving. [Click here](#) to access videos about Variety and the children that have been assisted thanks to fundraising events like the Bash. Share the videos with your friends, family and work colleagues to spread your fundraising message.

Advertising

We are happy to help you to promote your fundraising events on the Variety WA website and in our Motoring Events e-newsletter. Email your event details and event flyer (if applicable) to events@varietywa.org.au.

Fundraising Page

Every Car Captain sets up a team fundraising page as part of their online registration for the Variety Bash. You have a unique URL that you can share with your friends, family and colleagues to make direct online donations towards your fundraising target. It is also a great tool to track your donation totals and share with these with your networks in order to gain momentum. Here's some tips to help you get the most out of your page:

- Write a personal message about why your team is doing the Variety Bash to inspire your friends
- Upload a profile photo of your team to make it more personal
- Make the first donation yourself to set the standard and encourage your friends to follow
- Post your page link to your social media accounts or send an email to your network explaining what you're doing and why they should support your team.

Social Media Engagement

Social media is a fantastic way of sharing your Bash experience and promoting your Bash fundraising. We can help support your online efforts. Here are some helpful hints and guideline:

- If you would like to use our generic Variety Bash cover photo you can download it [here](#).
- Make sure you tag Variety WA so that we can "Like" it and share it on our social media Story. Our preferred reference is "proudly supporting Variety WA". Our Facebook handle is **@VarietyWA** and our Instagram handle is **@Variety_WA**
- Please avoid posting any content that is: insulting, insensitive, contains identifiable alcohol brands or smoking, shows inappropriate or antisocial behaviour, or unsafe driving.
- Use hashtags to reach a proader audience and get more attention, such as... #varietywabash #varietybash #yagottadoit #fundraisingevent #fundraisingperth #supportWAKids #helpingWAKids #helpWAKids #Perthevents #Pilbaraevents #WAroadtrips #WAtteams #Perthteams #giveback #givingback
- You can create a Facebook event to spread the word about your fundraising initiative. For more information on setting up events on Facebook, click [here](#). Make sure you tag **@VarietyWARoadTrips** so we can

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Fundraising Tips from our Highest Fundraisers

variety
• **BASH** •

"Instead of asking for cash donations, mainly ask businesses for items to auction at an event. Then hold an event where people buy tickets or you have ways of getting money from them on the night. People then feel like they've had a great night's entertainment as well as supporting the charity." **#308 Finding Dory**



"Do small regular fun fundraisers, helps build the camaraderie of the team and makes the total target seem a lot more achievable. Also, keep a data base of attendees so when you have another awesome event you have a readymade mailing list."

#69 Teenage Mutant Ninja Turtles

"Get involved with the local council, let them know that you are fundraising for Variety WA and are available to provide BBQs or awareness for any of their events. Then during the event they can run raffles and draw them on the same day without having to log it to the (Liquor and Gaming Act)." **#289 Captain Underpants**



"Plan ahead and work out what events are in your area so you don't clash. Advertise to & thank your fundraisers A little bit of praise goes along way. Start early! don't leave it until the last minute or spread events over year, as it gets tiring especially if every one can't help at same time. Ask your business or work for support - a lot of companies will match give if hold fundraising days i.e. casual dress day / shave for Variety / morning tea etc." **#07 Pilbara Princesses**

"Rely on your business contacts, really think about who you do business with and don't hesitate to ask for their support." **#181 Beach Boys**



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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 WA Bash to raise money for disadvantaged kids in WA.

Australia's largest and longest running charity motoring event, the Variety Bash is a fun, eight-day road trip for like-minded car enthusiasts, organised by Variety - the Children's Charity of WA.

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

By participating in the Bash, 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 be put to good use. Last year, my car raised \$_____ for WA kids in need, and this year we're aiming to raise \$_____. 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.

A4 Flyer/ Poster/ Event Invitation

Order your very own personalised Variety Bash business cards for networking with potential sponsors and major donors.

To place an order, send your full name, car #, email address, phone number and the quantity of business cards you would like to purchase to: jacinta.balestra@varietywa.org.au.

Pricing for business cards are as follows and are payable to Variety - The Children's Charity of WA:

Quantity	Price
50	\$49.00 inc. GST
100	\$56.00 inc. GST
150	\$61.00 inc. GST
200	\$68.00 inc. GST

Example:



Fundraising Resources

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

Email Template

Hello,

In August 2020, I'll be participating in the 2020 Variety WA Bash to raise money for disadvantaged kids in WA.

Australia's largest and longest running charity motoring event, the Bash is an eight-day road trip for like-minded car enthusiasts organised by Variety - the Children's Charity of WA. By participating in the Bash, we agree to meet a minimum fundraising target, and we need your help to reach it.

We'll be stopping off at local schools and organisations throughout the Pilbara WA 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 Bash event.

Make a 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

I'm taking part in the 2020 Variety Bash 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. [\[your fundraising page URL\]](#)

Click the thumbnails below to use these images in your social media posts...



Variety Bash Branding Guide



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

Naming your Event

All events held outside of Variety must be labelled as an event supporting Variety - the Children's Charity rather than labelling it as a Variety event. Your Bash car number must also be the main feature in the title of the event and written in the following format.

Variety Bash Car XXX proudly supporting Variety - the Children's Charity

Logos

Variety WA will supply you with the following Variety Bash logos in the following formats:

- .png – has a transparent background and can be used for general promotions. [Download here.](#)
- .eps – this is a high res logo to be given to designers, sign companies etc.
Contact jacinta.balestra@varietywa.org.au to request the .eps logo.

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.

Proudly supporting Variety and Variety Bash Logo

Any of the following logos can be used to show people where their money goes. We encourage you to use these on any marketing collateral for fundraising events and for social media engagement.

proudly supporting



proudly supporting



proudly supporting



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Variety Bash 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 only the following:

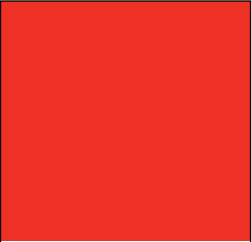
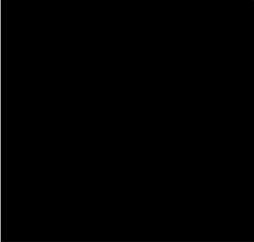
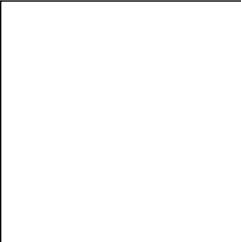
Variety - the Children's Charity of WA

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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events@varietywa.org.au or on (08) 9355 3655