

Variety Creative Car Cruise 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 that Variety WA has impacted thousands of children in need, and that you'll be cruising 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!



Before you begin

Before you can start fundraising, you'll need to register online at www.fundraise.varietywa.org.au/event/cruise/register-now. For instructions on how to register and use the fundraising platform, [click here](#).

Helpful links

- Licence application with Department of Liquor and Gaming [here](#). (You will need to have the Variety Charitable Collections License number to apply. You will receive this when you register.)
- Raffle licence information [here](#).
- For fundraising ideas, see what kinds of events our community fundraisers are up to [here](#).
- Stay in the loop on all things related to Variety motoring events on the ["Variety WA Bash, 4WD and Cruise" Facebook page](#) to see other participants 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 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. 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.



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- L. Laugh it out!** Raise money by selling tickets to an existing 6pm comedy show at the Comedy Lounge. They'll give you a promo code, and for every ticket sold with that promo code, they'll donate \$10 back to you!
- 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 [Creative Car Cruise 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 cruise car was made or "Back to the Future".



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. 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/ poster (if you have one)
- Contact details/ URL to book tickets



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

Ask Us For Help

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. This includes red and white tear drop banners available for indoor and outdoor use, pull-up banners, information flyers, a motoring archway and (at a cost charged to your car) red flashing heart rings and pins.

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 Creative Car Cruise. Share the videos with your friends, family and colleagues to spread your fundraising message.

Advertising

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

Variety WA Fundraising Page

When registering for the Variety Creative Car Cruise you are automatically set up with an online fundraising page which your friends, family and colleagues can use to make direct online donations towards your fundraising target.

It's simple to use, easy to track and your supporters receive automated tax deductible receipts for their donation. 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 get started:

- Write a personal message about why your team is doing the Variety Creative Car Cruise
- Upload a profile photo of your team with your car
- Make the first donation yourself to set the tone and encourage your friends to follow
- Post your page link to your social media accounts and send an email to your network explaining what you're doing.

Fundraising Resources

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

Elevator pitch

I'm participating in the 2020 Variety WA Creative Car Cruise to raise money for disadvantaged kids in WA.

The Creative Car Cruise is a fun, laid-back four-day road trip for creative car enthusiasts, all in support of 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 Creative Car Cruise, 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 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 Creative Car Cruise 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:



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Email Template

Hello,

In March 2020, I'll be participating in the 2020 Variety WA Creative Car Cruise to raise money for disadvantaged kids in WA.

The Creative Car Cruise is a fun, laid-back, boutique charity road trip organised by Variety - the Children's Charity of WA. By participating in the Creative Car Cruise, 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 WA's South-West 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 Creative Car Cruise 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 Creative Car Cruise to help raise money for WA kids in need. Click [here](#) to support our fundraising today! All donations over \$2 are tax deductible.

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



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



Brand Assets

Show your affiliation with Variety WA by using these logos...

It's important to remember that your fundraising events/ initiatives are raising funds for Variety WA, and are not Variety events/initiatives. Recommended wording for your initiatives is 'Proudly supporting Variety - the Children's Charity of WA.'

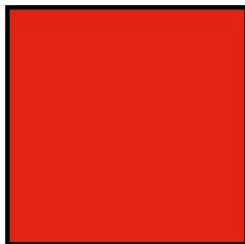
Please use the following combined logo on ALL of your fundraising materials to show that you are supporting Variety WA. Click the thumbnail below to download the high quality logo file:

proudly supporting



Colours

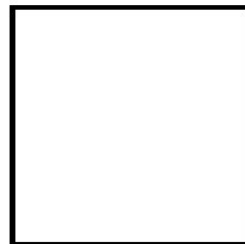
Red is our primary colour, and white and black are our secondary colours. These are the exact colours to be used:



PANTONE 485
CMYK 0,95,100,0
RGB 226,35,27
HTML #EE3123



PANTONE BLACK
CMYK 0,0,0,100
RGB 0,0,0
HTML #000000



PANTONE WHITE
CMYK 0,0,0,100
RGB 0,0,0
HTML #FFFFFF

That's all folks!

Happy fundraising and thanks again for your awesome support!

Don't forget, you can contact us on (08) 9355 3655 or via email on events@varietywa.org.au if you have any questions or require any fundraising assistance.