

FUNDRAISING GUIDE



Thank you from the bottom of our heart

We are very grateful that you've chosen to raise much-needed funds that will help keep more New Zealand families together, for longer.

Did you know that heart disease is the single biggest killer of both men and women in New Zealand? And:



Every 90 minutes one New Zealander dies from heart disease – that's more than **6,700** lives each year and sadly many of these deaths are premature and preventable.



More than 170,000 Kiwis are living with heart disease, needing specialised care and support in their communities.



Almost 8 women and 10 men in New Zealand die from heart disease every day.

The Heart Foundation is New Zealand's heart health charity. We are leading the fight against heart disease by:

- funding cutting-edge research and specialist training for cardiologists
- providing education and prevention programmes that address heart disease head-on in the community
- offering support and information to the hundreds of thousands of Kiwi's living with, or at risk of, heart disease, and their families.

Your support helps make this all possible! By showing your big heart, you're helping to keep more New Zealanders heart-healthy. Every single dollar you raise helps tackle heart disease and save lives, both now and in the future.

Thank you for joining with us and showing your generosity and commitment to making New Zealand heart healthier. We're only a phone call (0800 684 528) or an email (events@heartfoundation.org.nz) away to help you with your fundraising journey.

Our vision is simple: hearts fit for life

Heart disease can affect anyone – maybe someone you love. That's why your support of life-saving research and heart health programmes to save more lives is so important.



Ways to get involved

There are so many ways to fundraise – you may plan a fun, simple option, maybe something a bit weird and wacky, a long-term project or an event that’s done and dusted in an hour. Whether it’s in the office, at school or in the community there are plenty of ways you can support our work.

If you’re after inspiration, check out our handy list.

Challenge yourself

On your bucket-list is there a challenge you want to tick-off? Maybe completing a marathon or climbing a mountain, organising a motor-cycle rally or undertaking a world-record? Why not work towards that goal and fundraise at the same time?



At work

Run an auction, bingo or a quiz night, organise a clothes/handbag swap or an office sports sweepstake. Or (here’s a challenge) forego your morning coffee and donate the money instead – see if you can get your colleagues to go caffeine-free for a week too!



At school

Hold a heart-healthy barbeque or a movie night, organise a sponsored reading/spelling/maths-a-thon or raffle a gift basket (local businesses may want to contribute).

Ask your school principal if you can have a “wear red for the Heart Foundation” mufti-day with a gold coin collection or have friends make a donation instead of giving you a birthday gift.



Join an organised event

Why not take part in an established event? New Zealand has some amazing, well-organised events for keen participants to take part in. Complete a distance in the ASB Auckland Marathon, the Gazley Volkswagen Wellington Marathon or the Rotorua Marathon, take part in an Ironman event, the Tour of New Zealand cycle challenge or an ocean swim. The options are endless!



Organise a ‘streamathon’

Run a live-streamed competition of your favourite online game, where people can donate while you play. Invite your mates, local/national sports people or other personalities to join in the fun.



Let's get started

Five simple steps to start your fundraising

Fundraising can seem a little daunting, but it doesn't have to be! Whether you're holding your own fundraiser or part of an organised event, it's a good idea to start with a simple fundraising plan. This guide is here to help!

- 1 **Choose how you want to fundraise** – think about what you enjoy doing and how you'd like to raise funds. Visit our [website](#) to be inspired by our fundraising heroes.
- 2 **Create your own online fundraising page** – in a few easy clicks you'll reach more people and raise much needed funds! [Visit our website to set up your fundraising page.](#)
- 3 **Learn how we help** – our website has loads of information about our life-saving work that you can share with your big-hearted friends and family.
- 4 **Spread the word** – tell everyone about your amazing effort. Use social media, emails, water-cooler chats... Remember, if people don't know, they won't donate!
- 5 **Contact us** – if you would like some support with your fundraising journey, give us a call or drop us an email. We're here to help.



Creating your online fundraising page

We're sure your friends and family will want to support you, BUT how do you let them know? Easy – spread the word!

Setting up a fundraising page is as easy as 1,2,3...

1. [Visit our website and create your page.](#)
2. Add personal touches, like why you're supporting the Heart Foundation and a photo of yourself - people respond better when they know you really care.
3. Share your page link – email, share on social media or message your friends, family, colleagues, sports teammates, book-club members, etc.

A simple way to get the ball rolling is to donate to yourself as this helps guide potential donors on how much to give.



Asking for support

We know it can sometimes be awkward to ask friends and family to donate – even if it's for a great cause. So, here are some messages you may like to use when talking about your fundraising.

"I'm helping to make a difference in the fight against New Zealand's single biggest killer – heart disease. Please join me by supporting my <event details> and help fund world-class research that will save lives. Every dollar makes a difference, so please help me support the Heart Foundation."

"I'm <activity eg running> the <event detail> to help fight heart disease – the single biggest killer of Kiwis. I'd love for you to help me reach my goal of <\$xxx> and support the work of the Heart Foundation. It's easy, simply visit my page <link>. Thank you - together we can make a difference and save lives."

Plus, [check out the downloadable social media images and suggested posts on our website!](#)

Fundraising off-line

If setting up an online fundraising page isn't for you, don't worry there are plenty of ways to collect donations and bank them. The choice is up to you! Visit page 9 for banking details.

Top 10 fundraising tips

1. Simple works best

It's often the simple ideas that are the most fun, less complicated to organise and the most successful. You'll spend less time concentrating on logistics and more on fundraising!



2. Be ambitious

Set a fundraising goal that you're comfortable with; one that's ambitious but attainable, and then share it. People are often more generous if they're helping you to reach your goal.

3. Make the most of your event

Adding extra activities to your fundraiser encourages people to donate more. You could hold an auction, raffle an item or face painting.



4. Lower costs = more donations

Keep costs down. The less money spent on your event, the more of your hard-earned fundraising goes towards heart research. Ask businesses if they'll donate items you need. If you don't ask, you'll never know.

5. You don't need to go it alone

Rope in friends and family. They could provide help on the day, donate raffle items or share a skill (eg face-painting, hair-braiding).

6. Spread the word

The golden rule is "If people don't know, they won't donate!" Sharing your fundraising activity on social media or via email helps encourage people to support your goal. But don't forget to talk to people too; face-to-face always works best.

7. Ask again

Despite best intentions, sometimes with busy lives we forget to donate when first asked. Don't be afraid to ask a few times in the lead-up to your event – provide updates on your event or training and share how close you are to your goal.



8. The final countdown

People respond well to deadlines. A countdown to your event day or sharing how close you are to your fundraising goal (e.g. I'm only \$200 away from my target) creates urgency.



9. Ask your employer

Your employer may donate to your fundraising endeavor or even match any funds you raise. You may be surprised at the support you can get and it never hurts to ask.

10. Thank you means so much

Don't forget to thank people for their generosity. Remember to keep them updated on your overall results too.



We've got loads of fundraising tips, so if you're a first-time fundraiser (or just need a refresher) let us know and we'll arrange a one-on-one chat about the best way to reach your fundraising goal.

How we can help

An official supporter logo

Our official “Heart Foundation Proud Supporter” logo can be used for some fundraising events/ activities. Should you wish to use this, please email us. We need to view and approve all promotional material that includes our official ‘Proud Supporter’ logo.

Tax receipts

All donations over \$5 are tax deductible. Please email us if you, or one of your donors, requires a receipt (please provide donor’s name, address/ email address and amount of donation).

Images and post

Feel free to use our suggested posts and [downloadable images](#) on your social media pages!

Sharing your efforts with local media

If you think your local media may be interested in your event, let us know as we can provide helpful tips.

Acknowledgment of your kindness

To recognise your achievements we are happy to provide you with a thank you certificate upon request.

One-on-one support

We’re here to help you every step of the way. Whether it’s a catch up about ways to raise more funds or a question about how to run your event, we’re only an email or phone call away.



Where your funds go

“Generous supporters like you are funding high-calibre research and other life-saving programmes right here in New Zealand.”

Alison Wheatley-Mahon, Head of Fundraising, Heart Foundation

“The research that Heart Foundation supporters fund makes such a real and meaningful difference to peoples’ lives.”

Long-time Lottery supporter & GP, Sue

“I know how important heart research is – it saved my life. I hope future donations mean that others can continue to live full lives, too.”

Maggie – Volunteer & heart attack survivor

“This research is a critical step towards developing new ways of diagnosing atrial fibrillation and finding treatments to cure it.”

Dr. Jichao Zhao, Heart Foundation research grant recipient

“You help cardiologists do the jobs they do. You helped change my life. Thank you so much.”

Helen, heart attack survivor

“I saw the Heart Foundation ad on TV and later that night, when I was having symptoms, I knew I was having a heart attack.”

Eddie, heart attack survivor

“We’re privileged to do life-saving work that we’re passionate about. Thanks for joining us to stop heart disease.”

Associate Professor Gerry Devlin,
Heart Foundation Medical Director

Together, we can make a difference

Important information

Promotional restrictions

We are very grateful to the many kind fundraisers, like you, who commit to raising funds for heart research and to support Kiwis living with heart disease. As a result, we are unable to promote individual events, fundraising activities or businesses on our website and social channels. Thank you for your understanding.

The Heart Foundation name and logo

It is important that all mention of the Heart Foundation relates to your fundraising efforts for our work. The official Heart Foundation logo is a registered trademark and must not be used on any promotional material.

Food health rules

If you're including food as part of your fundraising activity, please ensure you follow appropriate food handling processes. Visit www.foodsafety.govt.nz for more information.

Be safe

Along with having fun, we want all our fundraisers (and their supporters) to stay safe while fundraising. Please make sure you don't risk your own safety or the safety of others. The event is your responsibility, so please consider safety and legal issues.

Event organisation

While we are very grateful for your efforts, the event/activity is your responsibility. The Heart Foundation cannot provide reimbursements or funds for any incurred costs, staff to help run the event or provide permit applications.

Banking funds

Setting up your fundraising page on our website is a safe and effective way to raise money for the Heart Foundation. There's no banking required as funds are automatically transferred to the Heart Foundation and donors receive a donation receipt too. You can also deposit offline donations to this page. Plus, your friends and family can see how much you've raised and can leave you messages of support!

Offline fundraisers

You can transfer funds raised directly to the Heart Foundation to:

Account Name: Heart Foundation Events

Account Number: 02-0500-0307076-010

Include your name as a reference and your event name in 'particulars'. Then contact us at events@heartfoundation.co.nz to let us know how your event went. Please deposit funds within ten days of the end of your event or activity.



Send us your pics!

We'd love to see pictures of your fundraiser. Please tag us on Facebook and Twitter (@HeartNZ) or Instagram (@Heart_NZ) or email them to us.

We may ask permission to use your amazing photos in our communications with our donors or on our website. If you would prefer us not to use your photos, please just let us know.



Here to help

We're here to help you on your fundraising journey for the Heart Foundation, so please call or email us if you have any questions or need help. We really look forward to sharing in your fundraising journey and are so very grateful for your efforts.

events@heartfoundation.org.nz

Phone 0800 684 528

A big-hearted thank you for your commitment to funding world-class heart research and education and prevention programmes that will make such a difference to New Zealanders heart health, both now and in the future.