

A photograph of a woman and a young boy standing in front of a wooden wall. The woman is on the left, smiling, and the boy is on the right, also smiling. The boy is wearing a blue t-shirt with a black band across the chest that has the text 'ROV T21 DWT' in red. The word 'SURF' is written in large white letters across the top of the image.

SURFAID

FUNDRAISING TOOLKIT

Surf and support the health, wellbeing and resilience of remote communities connected to us through surfing.



SURF'S UP

Thank you for joining us! We're stoked you've decided to surf in a SurfAid Cup. The SurfAid Cup is more than a day of surfing, it's a day of saving lives. Rewarding right?

We believe that with confidence, practice and commitment to the cause, you'll smash your fundraising target and have fun in the process.

Remember, the SurfAid team is here to help you help you. This fundraising toolkit is designed to guide you on your journey. By following the advice within, we know you'll be able to reach and exceed your fundraising target.

The team at SurfAid is behind you every step of the way. If you have questions, ideas or want to share your fundraising success, we want to hear from you.

THE SURFAID STORY

Our work is made possible with the support of people like you. For over 20 years, SurfAid's core mission has been to save the lives of women and children in remote areas that are connected to us through surfing.

We work in Indonesia's surfing heartlands – the Mentawai, Nias, Sumba and Sumbawa and last year, SurfAid launched two new programs in Solomon Islands and Baja, Mexico.

In these extremely isolated areas where few visitors except surfers go, mothers and children are faced with some of the highest mortality rates in the world.

Up to 70% of these deaths can be prevented by improving access to the core elements of SurfAid's Mother and Child Health Programs, clean water & sanitation, basic healthcare and nutrition.

We work with communities on long-term behaviour change through our "hand up, not a hand out" approach. Our local staff provide advice, training and expertise, but it is up to the community to implement the initiatives and embrace change.



FUNDRAISING 101: OUR 10-STEP FUNDRAISING GUIDE

1. SET YOUR TARGET.

Think big! Split the target amount amongst your team and begin early. We recommend starting 6-8 weeks before your SurfAid Cup. Making a donation to your own page is a great way to kick-start your fundraising and show your community you care deeply about making a wave of impact.



2. DEFINE YOUR PURPOSE.

Why are you fundraising? Keep this in mind throughout your fundraising journey and share with family and friends why SurfAid matters to you!

3. MAKE YOUR FUNDRAISING PLAN.

Get creative here – but make sure it's something you're capable of! Is there something you're passionate about that can be turned into a way of getting donations for your fundraising?

FUNDRAISING 101: OUR 10-STEP FUNDRAISING GUIDE

4. GET THE BALL ROLLING.

Be the first to donate to show you're committed to your goal. It helps set a standard for the donations to follow.

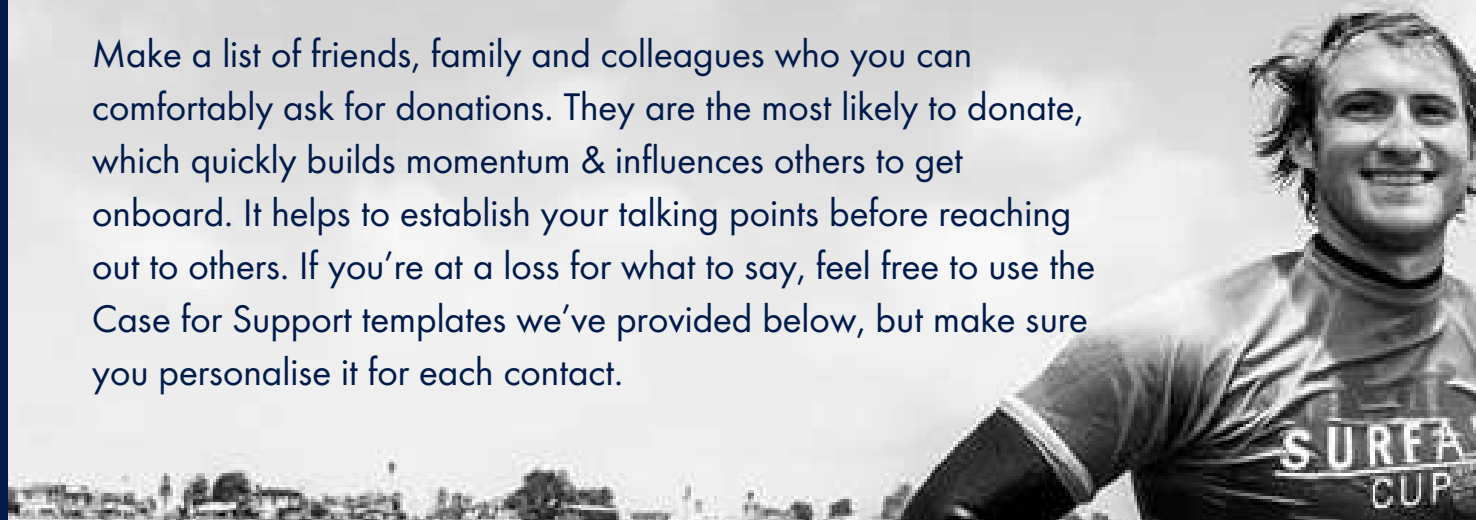


5. OPTIMIZE YOUR FUNDRAISING PAGE.

Make use of the dollar handles we've outlined below to give perspective. It doesn't hurt to include an image of yourself on your profile either. People want to see who they're donating to.

6. REACH OUT TO CLOSE CONTACTS.

Make a list of friends, family and colleagues who you can comfortably ask for donations. They are the most likely to donate, which quickly builds momentum & influences others to get onboard. It helps to establish your talking points before reaching out to others. If you're at a loss for what to say, feel free to use the Case for Support templates we've provided below, but make sure you personalise it for each contact.



FUNDRAISING 101: OUR 10-STEP FUNDRAISING GUIDE

7. BRANCH OUT.

Use the confidence you've gained from fundraising within your inner circle and reach out to others. This could be friends of friends or businesses who align with the cause. Consider asking an organisation if they would be willing to dollar match your fundraising efforts. Why not reach out to local media to see how they can spread your message?

8. AMPLIFY ONLINE.

Use Facebook, Instagram, Youtube, Twitter or whichever social media platform your networks are on. Share posts and stories about what you're doing and why. Tag people to call on them for shares and donations. Have fun with it! If you're stuck on what to use for imagery, refer to our resources page for photos. Use social media to share your progress, good and bad.

9. STAY ON TOP OF YOUR EFFORTS.

Don't hesitate to follow up with the people you have reached out to. Emails are often overlooked, and people forget. We promise they won't begrudge a friendly reminder. Bonus tip: If you're getting close to reaching your target, increase it so that people won't be deterred from donating.

10. SHOW YOUR APPRECIATION

Thank and update everyone who donated. Send personal emails and make use of social media once again sharing the summary and photos from your the challenge. It makes supporters feel good and encourages others to support you too. Don't forget that all donors receive an automated tax receipt.

YOUR IMPACT IN DOLLARS

You know that the funds you raise support the well-being of the remote communities we work in, but do you know how that money is spent? To help you visualise a fundraising target, here's a look at how your hard-earned dollars will help support our partner communities. Feel free to share the dollar handles when asking your networks for support:



\$30

can provide health and hygiene training for a mother for a year.



\$50

can buy a weighing scale to identify a malnourished child.



\$100

can provide a family with access to a latrine and hand washing facilities.



\$200

can train a midwife in safe birthing practices.



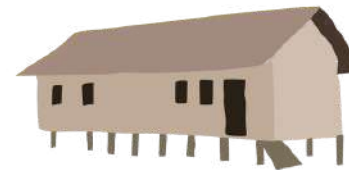
\$500

can help a family access clean water for a year.



\$1,000

can build a water well.



\$2,000

can support a 'Posyandu' (community health post) with a year's worth of basic equipment and training materials.



\$10,000

can provide clean water for an entire village.

4 FOOLPROOF FUNDRAISING IDEAS

1. BUNNINGS BBQ.

This is a low-cost and easy to organise option that has major fundraising potential. Make sure you organise well in advance by contacting the person in charge of activities at Bunnings. Alternatively, look at other shopping centers or populated areas to see about hosting a BBQ. Pro tip: Lure shoppers in with the delicious smell of cooked onions!



2. HOST A DINNER PARTY.

Make a mean bolognese? Known in your group for your coconut curry? Why not invite your friends over for your signature dish and ask them to donate what they would normally pay for a dinner out? Go the extra mile by incorporating a theme or game. Think a Indonesian curry feast or a Mexican fiesta!



4 FOOLPROOF FUNDRAISING IDEAS

3. SURF THEMED TRIVIA NIGHT.

While this method can take preparation, it can pay off in great fun and money raised. Find a venue with the functionality to have a quiz night. Reach out to businesses to ask if they can donate prizes. Enlist the help of friends to prepare the questions, materials and supplies needed to run the quiz. Don't forget to promote the event to get a great turnout!

4. SURFING MOVIE NIGHT.

Find the perfect spot to show a surf classic like *The Endless Summer* or *Morning of the Earth* and charge admission fee. Ask each of your friends to invite five of their friends to join in on the screening to fill out the cinema.

BONUS TIP

Add an auction or raffle to your fundraising events. Gather prizes from local businesses and use it as an opportunity for your friends and family to make another contribution to your fundraising at the event, in addition to the ticket price.





CASE FOR SUPPORT

Your Case for Support is an elevator pitch that quickly sums up your participation in the SurfAid Cup and incorporates your fundraising ask. Your Case for Support should answer these five questions:

- Why are you participating in a SurfAid Cup?
- Who is SurfAid and what do they do? Example: For over 20 years SurfAid's Mother and Child Health Programs have been saving lives by ensuring remote and impoverished communities have access to clean water and sanitation, basic healthcare, and improved nutrition.
- Why have you chosen to raise funds for SurfAid? How will the money raised make a difference?
- What will you be doing and what sacrifices will you be making to raise money for your cause? How will the money raised make a difference?
- It's important to make this a case that will connect with people and show them how excited, committed and passionate you are as you embark on fundraising for SurfAid.

EXAMPLE CASE FOR SUPPORT

Dear XXX,

I'm excited to share with you that I've decided to partake in the SurfAid Cup location, and I would love to tell you more about it. In an effort to improve the health, wellbeing and self-reliance of people living in isolated regions connected to us through surfing, I have embarked on an epic fundraising challenge with SurfAid to raise vital funds for their programs.

The reason I've taken on this challenge is (insert brief personal motivation - one sentence).

On (date of Surf Cup), I will be surfing in the (insert name of Surf Cup) with a team of inspiring individuals to raise money for SurfAid's global Mother and Child Health Programs. Every dollar raised helps ensure access to clean water & sanitation, basic healthcare, and improved nutrition programs in SurfAid's partner communities. I will be fundraising over the next few months to work towards our team's goal of \$XXXX.

My goal is to fundraise \$XXXX, so if you are able to support me with a tax-deductible donation, I would greatly appreciate it! Together we can make a real impact on the well-being of individuals in isolated regions. You can make a taxdeductible donation directly to SurfAid here: (insert online fundraising link).

Thank you for your generosity.

Yours sincerely,

(Insert full name and contact details)

THE POWER OF SOCIAL MEDIA: OUR TOP TIPS

There is no question about it: people are online. Whether it's checking emails, scrolling Instagram or watching YouTube, people are using the internet daily, if not hourly. In this day and age, your fundraising success depends on your online presence and ability to engage people. Here are some ideas on how to use the tools of social media to help elevate your fundraising.

Make sure your fundraising page is accessible. Link to it whenever you can, keep it in the website section of your social media profile and in your email signature if possible.

Share thumb stopping content. High quality photos, rich captions and great storytelling will reel people in and compel them to donate. Tell a story about how a donation will make a difference or about why you wanted to fundraise for SurfAid. Make memes, share fun facts, create videos.

Apply marketing basics to your fundraising by including a call to action. Do you want people to share your video to get more eyes on it? Do you need \$100 more dollars to reach your target? Ask people for what you want and tell them exactly how to do it.

Slide into DM's. Reach out to your followers and to influencers personally to share your fundraising and raise awareness for what you're trying to accomplish.

Share the love. When someone donates, tag them in a shout out post or story. When you show your appreciation, it makes people feel good and inspires others to contribute as well.

Connect and engage. One of the keys to social media success is how you interact with people through it. Have conversations in the comments section. Create polls and ask questions in your stories. When you connect with people, it will feel more personal and they will feel more inclined to help you out.

Keep it fresh. Don't share the same content over and over. Find new ways to ask people to donate. Share updates on the progress of your fundraising. This will help your fundraising stay at the top of people's minds and show your dedication to the cause.

Use hashtags. Hashtags are used like keywords to categorize content and help people find what they're after. You can either use hashtags related to SurfAid or create your own depending on what you're doing for fundraising. Whatever you do though, don't go overboard! 2-4 hashtags are more than enough.

Factor in time. If possible, post daily and put some thought into when you share stuff. Where are your followers located and when do you think they're online? A good rule of thumb is to post in the mornings before people go to work and in the evenings before people go to bed.

FINAL THINGS

LOGOS

By taking on the SurfAid Cup, you are representing us. You are welcome to use the SurfAid logo on your materials, these can be downloaded [here](#).

GOVERNMENT GUIDELINES AND LICENCES FOR HOLDING EVENTS

There are guidelines and regulations regarding raffles and auctions so make sure you check those relevant to your event below. Usually, you will also need a licence for any of the following activities:

- Providing alcohol
- Providing entertainment
- A public collection
- Putting up banners or signs in public areas
- Selling goods in a public place

Please refer to your local government authority to confirm relevant guidelines for your fundraising activities.

FINAL THINGS

SENDING YOUR FUNDS TO SURFAID

As much as possible please make all your donations through your fundraising page. If you need to make an offline donation please send the proceeds from your event as soon as possible. You can remit your funds by sending us a cheque, direct payment into our bank account.

TAX DEDUCTIBILITY AND DONOR RECEIPTS

SurfAid will automatically issue a tax-deductible receipts for all donations over \$2 for all donations made online. Supporters who make a donation directly to SurfAid offline are eligible for a tax-deductible receipt.

If a supporter receives anything in exchange for their money (i.e. dinner or drink, raffle ticket or event entry) or gifts of service those funds are not tax-deductible.

RESOURCES

We are here to help. Please visit the Fundraising page to check out resources including photos, logos and banners to support your efforts. Still not finding what you're looking for? Connect with the SurfAid team. We'd be happy to provide you with additional fundraising support. Fundraising takes creativity and persistence, but it's so important to our mission and you can do it!



SURFAID