

FUNDRAISING GUIDE



HeartKids

Thank you for being a
SUPERHERO
for HeartKids

Thank you for taking the challenge!

Can you be a real hero for HeartKids?

Take on the challenge by dressing up as your favourite superhero for a day to raise much needed funds to support Aussie kids with congenital or childhood acquired heart disease.

By committing to being a hero for HeartKids, you are making a pledge to stand up to congenital heart disease in Australia by improving the lives and futures of those affected by this terrible disease.

This Fundraising Guide will help you make the most out of your event...and help you be the hero our heart kids deserve!

Thank you again for your support and being a Hero for HeartKids.



SUPER TIPS, TRICKS AND IDEAS!

Be unique and STAND OUT

The more interactive and personalised your supporter page, the more people are willing to donate to you! So, make sure you upload a HEROIC photo to tease your supporters about what's to come. Add a personal message in your profile to let your supporters know why you're putting on the super suit, and that all proceeds go towards fighting congenital heart disease.

Set a SUPER FANTASTIC goal

Give yourself a fundraising target that is worthy of a HERO!

It's better to have a higher target than have a low one that's easy to achieve, after all, you're a superhero, make sure you reach for the stars with your fundraising goal!

Be the first to MAKE AN IMPACT

Show your supporters you mean business – donate to yourself first to get the ball rolling - when people see you put your money where your mouth is, they'll know your super suit isn't just for show.

STRENGTH in numbers

Although raising funds for HeartKids is a perfect way to support kids with congenital heart disease, spreading awareness of the prevalence of the disease can be a huge help – the more people are aware of CHD, the more we can support our heart kids!

You're a hero for heart kids, do it in STYLE!

If you need help sourcing superhero costumes, be sure to check out your local two dollar stores, you'll be surprised by what you can find there.

If you want to go all out, there are many costume shops in every major city in Australia,

Google is your friend!

Or if you're really stuck for ideas, give us a call, we have several contacts we would gladly put you in contact with –

call us on 1800 432 785, or email us on office@heartkids.org.au

Make. Some. NOISE

This is IMPORTANT: Share your supporter page link with all your family, friends, colleagues, sidekicks... Even villains if you must! Let everyone know that you are wearing the super suit for a noble reason: You have joined the fight against congenital heart disease.

Send out an email. Share your link on your Facebook, Twitter or Instagram account.

Call people if you need to...

Remember: you won't get supported if you don't ask.

Even superheroes need support!

You'll be surprised by how many people will come onboard your heroic journey if you ask them.



EASY FUNDRAISING IDEAS!

JUST ASK

Ask people to support you - for example 10 people donating \$20 each is \$200 toward little hearts.

Leave a donation box at work.

Organise a raffle.

Host an event on the day – sausage sizzle, morning tea and ask for a gold coin donation.

Ask your School to get involved with kids (and teachers) dressing up for a gold coin donation.

SPREAD THE WORD

Use your intranet or noticeboard to get people involved and get them involved.

- Send an email to your team, or ask if you can email the whole staff.
- Raise it at your next team meeting.
- Put it in your newsletter and tell your clients, customers and supporters.

They will be really keen to hear your story and may assist you with prizes or donations.

GIFT MATCHING

Lots of workplaces support fundraising efforts by matching the donations their employees raise – up to a certain amount.

Have a chat with your workplace to see if it's something they might get behind.

This could see your donations double in no time.

Have you considered workplace giving instead?

OFFICIAL COMPANY FACEBOOK PAGE

Or do a Facebook Fundraiser.

Do you work for an organisation with a verified page on Facebook? If so, your business can run its own Facebook Fundraiser and turn those 'Likes' into donations. Just get the page admin to search 'fundraisers' on Facebook and follow the steps from there.

For more fundraising tips & tricks, event ideas and resources visit hero4heartkids.org.au



HOW YOUR FUNDRAISING HELPS

HeartKids relies very heavily on the generosity of people like you to continue the fight against congenital heart disease.

Every dollar counts and your fundraising support will go a long way towards supporting Aussie heart kids!

\$50

can help provide emotional support to families in hospital

\$80

assists with meals and emergency care bags

\$200

allows a couple to attend the Family's Program

\$500+

allows a teen to go to camp

#CHD FACTS

Every day 8 babies are born with a heart defect (that is 1 every 3 hours)

Every week, 4 lives are lost from the disease

Childhood heart disease is the greatest killer of kids under the age of 1

One in every one hundred babies born in Australia has a heart defect.

There is no known cure.



BANKING YOUR FUNDS

OPTION 1: Donating via your fundraising page

The simplest way for you to raise funds is to ask your supporters to donate directly to your fundraising page, by clicking the green 'GIVE NOW' button. They can send a gift using a Credit/Debit Card or PayPal, which will update your fundraising tally on your page. Your supporters will also be sent an individual receipt for their donation via email automatically (all donations over \$2 are tax deductible!).

OPTION 2: Donating via Bank Direct Deposit

Your supporters can also bank in any cash donations directly into our HeartKids Bank Account (direct deposit):

HeartKids Limited
BSB No: 032 - 298
Account No: 40 8477

If you have any queries about banking in your funds please let us know by calling us on 1800 432 785 or email office@heartkids.org.au

Please note that by donating via a 'DIRECT DEPOSIT' you will NOT receive a donation receipt, as these are from many different donors (if any of your supporters would like a donation receipt, please ask them to donate through Option 1).

OPTION 3: Had a Hero for HeartKids event BUT didn't register and create a supporter page?

No Matter! You can donate your funds raised directly to HeartKids by visiting hero4heartkids.org.au and clicking the "Donate Now" button, then follow the prompts.

If you have any issues with banking your funds, please don't hesitate to contact us on 1800 432 785 or emailing us on office@heartkids.org.au

DON'T FORGET

The simplest way to bank your funds is through your fundraising supporter page.

To receive your FREE fundraising page register through hero4heartkids.org.au

STATE	REFERENCE CODE
NSW or ACT	NSW or 2000 723
VIC or TAS	VIC or 3000 723
SA or NT	SA or 5000 723
QLD	QLD or 4000 723
WA	WA or 6000 723

**Note: If you bank via direct deposit, please include your reference code so we can see that you have banked funds. For example if you're from NSW, please include "NSW" or 2000 723 as your direct deposit reference.*



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