



FUNDRAISING GUIDE

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**OXFAM
TRAILWALKER**

WELCOME

CONGRATULATIONS ON YOUR DECISION TO TAKE PART IN OXFAM TRAILWALKER. THIS IS GOING TO BE A LIFE-CHANGING ADVENTURE FOR YOU, AND FOR ALL THE COMMUNITIES OXFAM WORKS WITH. BY MAKING THE COMMITMENT TO FUNDRAISE FOR OXFAM AUSTRALIA, YOU ARE SUPPORTING OUR IMPORTANT WORK TACKLING POVERTY AND INJUSTICE AROUND THE WORLD.

To get you started with your fundraising efforts, we have created this comprehensive Fundraising Guide, which includes tips and advice on how to create a fun and successful fundraising plan.

Take your first step by reading through this guide and developing a fundraising plan that will work for you and your team. The key to success is to get started early, so don't delay!

In addition to this guide, we have staff available to support you every step of your fundraising journey. They can provide you with further tools, resources and ideas to drive your fundraising campaign, and ensure you reach your goal. Call or email your state office to reach us at any point along your Oxfam Trailwalker journey.

Thank you for joining Oxfam Trailwalker and making the commitment to fundraise for Oxfam Australia.

The Oxfam Trailwalker Team

CONTACT TRAILWALKER:

- 1300 369 606
- trailwalker@oxfam.org.au
- m.me/OxfamTrailwalkerAustralia

Aboriginal and Torres Strait Islander people should be aware that this document may contain images or names of people who have since passed away.

This handbook is printed with vegetable-based inks, on an unbleached, coated paper made from 100% recycled post-consumer waste.

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All photos supplied, except where credited otherwise.

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OXFAM IN ACTION

BY TAKING PART IN OXFAM TRAILWALKER, YOU'RE MAKING A SIGNIFICANT DIFFERENCE TO THE LIVES OF PEOPLE LIVING IN POVERTY AROUND THE WORLD.

Imagine children having no access to clean water or toilets at school. And the only water they had to drink often made them sick. For years, the parents of Baitadi village in Nepal have been scared to send their kids to school due to such a risk and lack of facilities.

"Children used to get sick monthly," says grandparent Tara Bhatt (pictured at right with her granddaughter), who was determined to do something to enable the children to get an education.

Knowing there are few things more fierce than a mother's determination to protect her children, Tara formed a committee of mothers to seek a solution. The committee approached Oxfam's local partner organisation, Rudes, outlining the issue.

"They visited our school to see the problems that we had told them about," outlines Tara. "They got support from Oxfam to establish toilets and drinking water in the school."

Rudes installed a safe drinking water supply and toilets for both the boys and girls of the school. The toilets are accessible for all students including those living with a disability and also provide girls with sanitary waste disposal units, so they don't stay away from school each month.

"When we achieved what we dreamed, I was and I still am so happy for the whole village and the children from here," says Tara. "It was like a dream for me."

More than 65% of the Nepalese population is deprived of access to clean drinking water. Many women and their children spend hours each day hiking long distances to access a water source that is still often not safe.

Sometimes something as simple as a tap changes the daily life and future prospects of a whole community.

THAT IS WHERE OXFAM, AND YOU, MAKE A DIFFERENCE.



\$1,600 could provide one household in Nepal with a water tank for harvesting rainwater, so that they always have access to clean drinking water at home.

\$5,492 could pay for a new tap stand in a school in Nepal, preventing the spread of waterborne disease and empowering children to spend their days in school instead of searching for water.

\$7,500 could install a toilet block in a school in Nepal, including sanitary waste disposal facilities in the female toilets, so girls can stop missing a week of school each month.

With your support and fundraising you can make a real, significant impact to the everyday lives of people in some of the world's most vulnerable communities.

THE MORE YOU RAISE, THE BIGGER THE DIFFERENCE YOU MAKE



\$15

can buy one hygiene kit for a family of five people in Fiji to stay healthy during an emergency.



\$50

will pay for a farmer in PNG to be trained in beekeeping so they can earn money by harvesting and selling honey.



\$123

can install one tap stand for a community in Nepal, providing access to clean, safe water.



\$200

can pay for four young men in Cambodia to attend awareness-raising meetings on developments surrounding the Mekong River, giving them the chance to speak up on issues that affect their communities.



\$1,000

can provide garden tool kits for 25 women and small-scale farmers in Pakistan, so they can grow fresh and nutritious food all year round for their families.

Photos left to right: Alicja Grocz/Oxfam, David Shields/OxfamNZ, Abbie Trayler-Smith/OxfamAUS, Nicolas Axelrod/OxfamAUS, Khaula Jamil/OxfamAUS.

FUNDRAISING CHECKLIST



Photo: Rodney Dekker/OxfamAUS

KICKSTART YOUR FUNDRAISING USING THE CHECKLIST BELOW. ONCE YOU GET THE BALL ROLLING, YOU'LL BE SURPRISED AT HOW QUICKLY YOU WILL REACH, AND EVEN SURPASS, YOUR GOAL!

✓ SET YOUR GOALS HIGH

Set yourself an ambitious fundraising goal and you'll be surprised how quickly you exceed it! On average, walkers raised more than \$850.

✓ CUSTOMISE YOUR TEAMSPACE

Our most successful teams follow these three simple Teamspace tips:

1. Upload a team photo and individual walker photos.
2. Write a personal bio about why you are taking on the challenge.
3. Share your Teamspace page on social media throughout your journey.

✓ DONATE TO YOUR TEAM

Kickstart your fundraising by ensuring each team member makes a personal donation to your team. Set the bar high for future donations as most people will match or exceed your first donation.

✓ MAKE A PLAN

Organise a team meeting to put together a fundraising plan and get creative! Brainstorm ideas to help you smash your fundraising goals. Remember, you can get in contact with your local Fundraising Coordinator for tips, tricks and resources to support your efforts.

✓ SPREAD THE WORD

Send an email to friends and colleagues with a link to your fundraising page.

- share your fundraising page via Facebook, Twitter, Instagram and LinkedIn.
- Update your email signature with a customised Oxfam Trailwalker signature.
- Contact your local newspaper and ask them to share your story.

✓ REMIND, REPEAT, REWARD

Even people with the best intentions can be forgetful. Remind your friends to donate.

- Update your Teamspace with stories from your training and fundraising progress.
- Say a big thank you to your donors!

✓ ASK FOR HELP

The Oxfam Trailwalker team is here to help. Contact us via phone, email or Facebook for tips and advice.

EFFECTIVE ONLINE FUNDRAISING

YOUR TEAMSPACE IS THE HUB OF YOUR OXFAM TRAILWALKER EXPERIENCE. USE IT TO REACH OUT TO YOUR SOCIAL NETWORKS, PROMOTE YOUR FUNDRAISING ACTIVITIES, SHARE YOUR OXFAM TRAILWALKER JOURNEY.

10 STEPS TO MAXIMISE YOUR ONLINE DONATIONS:



1. LOGIN

Go to trailwalker.oxfam.org.au and click on login. Use your email address and the password you choose when you registered.



2. UPLOAD A PHOTO

Take and upload team and walker photos. It's been proven that walkers with a photo receive more donations, so get snapping!



3. UPDATE YOUR BIO

Tell your story of why you are taking on the challenge of Oxfam Trailwalker. Your personal commitment will encourage support.



4. DONATE

Make a personal donation to kickstart your fundraising.



5. BLOG

Use your fundraising page to blog to update your supporters on your challenge. Remember to share your link each time you update the page.



6. LINK TO STRAVA

Download strava and link your KMs walked to your fundraising page. Your supporters will be impressed with all your walking!



7. SEND NEWSLETTERS

Send your contacts an email blast from your fundraising page with news from the team and reminders to donate.



8. SHARE

Share your Teamspace link via email, Facebook, Twitter, Instagram and LinkedIn. Add the link to your email signature and ask colleagues to do the same.



9. UPDATE YOUR TARGET

Set your target high to inspire support and maximise your fundraising. On average, teams raise more than \$3,500.



10. SAY THANK YOU

Use your fundraising page to write blogs and newsletters to thank your donors.

SPREAD THE WORD

USING YOUR NETWORKS AND SOCIAL MEDIA IS THE BEST WAY TO SHARE YOUR NEWS AND GROW YOUR FUNDRAISING. FOLLOW THESE TIPS TO QUICKLY REACH YOUR FUNDRAISING GOALS.

WHO SHOULD I ASK?

Compile a list of everyone you know and start asking for support. The more people you ask, the more donations you are likely to receive. Remember you are doing something extraordinary so give as many people as possible the opportunity to support your journey. On average, an Oxfam Trailwalker fundraiser tells 105 people about their fundraising; can you beat that?

HOW DO I ASK?

Email: We have several email templates for you to use or adapt that can be found online. The most important thing is to let your personality shine through.

Face-to-face: Asking for support in person allows you to talk passionately about your dedication to your Oxfam Trailwalker experience.

Expand your circle: You can increase your support by asking your donors to forward your email, Facebook post or tweet, or even include a link to your Teamspace in their email signature. You'll be pleased at how many people join your team in the fight against poverty.

DON'T STOP THERE!

You've taken on an incredible challenge; now it's time to use your social network and tell everyone how amazing you are!

Facebook: Announce that you are officially participating in Oxfam Trailwalker on Facebook and include a link to your Teamspace. You can also use facebook to direct message your friends to ask for donations, and consider creating an "event" to invite them to. Facebook Events are a great way to build anticipation for your epic challenge by sharing updates about your fundraising and training achievements.

Twitter: Tweet about your Oxfam Trailwalker commitment and add the link to your Teamspace. Don't forget to follow @OAusTrailwalker and it never hurts to ask for retweets from your followers.

Instagram: Follow @oaustrailwalker and post pictures from your training, preparation and fundraising events. Including relevant hashtags in your image comments is a great way to make your content discoverable by other users so be sure to put those in as well. We use #OxfamTrailwalker nationally.



KEEP IT GOING

Now that you have reached out to everyone you know, they have become part of your Oxfam Trailwalker journey. Use your Teamspace blogs to keep your supporters informed about how you're going with your training and fundraising in the lead up to the event.

Your Teamspace blog is the perfect tool to quickly update everyone in one go, so remember to share your posts across social media to quickly spread the word. Also try to include an image or video of your training each time you post to make your content stand out.

Most importantly, let your supporters know how much you appreciate them. Send a "thank you" email or text, or even make a social media post to personally thank every individual who donates. Don't forget to let them all know when you hit a fundraising milestone.

Join us online here:

 facebook.com/OxfamTrailwalkerAustralia
 instagram.com/oaustrailwalker

MEET AN OXFAM TRAILWALKER FUNDRAISER

NAME: Annette Milne
FIRST EVENT: Perth 2013
AMOUNT RAISED: \$65,000 and counting!

WHAT INSPIRES YOUR TEAM TO SUPPORT OXFAM?

We love the work that Oxfam does and feel that as a collective we can all do our little bit; however small.

FUNDRAISING TIPS:

1. Tell everyone about what you are doing, people think it's amazing.
2. People love to give if they get something in return so raffles or hosted fundraising dinners or even yoga classes — where staff teach for free and clients donate to attend — work really well.



Photo: Richard Wainwright/OxfamAUS

EASY FUNDRAISING IDEAS



MEET AN OXFAM TRAILWALKER FUNDRAISER

NAME: Matt Parker
FIRST EVENT: Melbourne 2016
AMOUNT RAISED: \$10,166

WHAT INSPIRES YOUR TEAM TO SUPPORT OXFAM?

Born with Cerebral Palsy, Matt's mum was told he would never be able to walk. Matt says, "Nearly 18 months ago Matthew Bowker asked me if I would like to do Oxfam Trailwalker with his team in 2016. Picking myself up off the ground having said 'Yes' to this insurmountable request, my mental preparation began that night."

FUNDRAISING TIPS

The team was "interviewed on radio [and] even secured some donations along the way," team-mate Andre explains. "4kms into it, a cyclist who was riding past us stopped to ask what we were doing. We told him about the event, our team and our fundraising, and he said 'that sounds great, here's \$20, put it in for me'. It was at that point – that early on – that I knew the event was going to be something special."

In true Oxfam Trailwalker spirit, and as a testament to the camaraderie on the trail and within the Oxfam Trailwalker community as a whole, fellow former participants have been donating to the team to help them reach their fundraising goal and acknowledge their tremendous efforts.



MAKING A BIGGER IMPACT

FUNDRAISING EVENTS ARE FANTASTIC, REWARDING ACTIVITIES AND THEY ARE A GREAT WAY TO REACH AND SURPASS YOUR FUNDRAISING GOAL.

PICK SOMETHING FUN TO DO

Choose from one of our fundraising ideas or choose something you love to do and turn it into a fundraising event. Visit the resources page of our website or contact your local Fundraising Coordinator to discuss ideas.

SAVE THE DATE AND VENUE

Pick a date, choose a venue and think about what other resources you'll need for the event.

USE OUR RESOURCES

Visit the fundraising page of our website to download the following handy resources:

- An Introduction to Oxfam Presentation
- Oxfam Media Guide to help you raise awareness about your team's fundraising
- Email signature banners – just add your personal Teamspace link
- Promotional videos
- Fundraising posters
- Challenge Poverty booklet outlining the difference that your support makes
- 'Proudly Supporting Oxfam' logos.

You can also request these fundraising tools through your Teamspace Hub or local Fundraising Coordinator:

- Money boxes
- Fundraising Banners
- Oxfam information leaflets
- Letter of Authority to Fundraise to verify you are fundraising on behalf of Oxfam. (External parties may request this document.)

SHOUT ABOUT IT

Tell everyone you know about your event and promote it on social media, at work and in the local community.

ASK FOR HELP

Use your network to ask for help. Ask friends for donations of time, their talents and even raffle prizes.

STAY SAFE & LEGAL

Ask your local Fundraising Coordinator for advice when planning your event. We can provide Public Liability Insurance if required.

YOU'RE SAVING LIVES

Remember you're helping Oxfam tackle poverty, so let your supporters know how their donations are making a difference.

FUNDRAISING AT WORK

Try these ideas for successful workplace fundraising:

- **HOST AN EVENT**
Organise a workplace lunch/morning tea or dress down day and ask for donations to your team.
- **GET YOUR BOSS INVOLVED**
If you're planning a fundraising event get your boss on board too so they can help rally your colleagues.
- **UPDATE YOUR WORK EMAIL SIGNATURE**
Add a link to your Teamspace page is a great way to let your contacts know about your challenge and support your team. You can download the Oxfam email signature from our website.
- **PITCH IT TO YOUR CLIENTS**
Expand your network and ask your clients for support too. You could even wear the logo of your highest donor on your event T-shirt.
- **ASK FOR MATCHED GIVING**
Many employers have a Matched Giving program, where they'll match dollar for dollar the amount raised by you or your team.



Photo: Supersport Images

OXFAM TRAILWALKER

📞 1300 369 606

✉️ trailwalker@oxfam.org.au

📱 m.me/OxfamTrailwalkerAustralia

ABN: 18 055 208 636

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