



Tips for fundraising success

Set yourself a fundraising goal

Communicate your fundraising goal to your friends, family and colleagues, asking for sponsorship to support people living with MS. People give because they want to support you and your fundraising so why not let them!

Set a plan to achieve your fundraising goal

Setting a plan to achieve your goal is the best way to ensure success. Look at your strengths and contacts to work out the most efficient way to achieve a great result. Also think of activities that will appeal to your friends and family.

Example: If you decided to set a goal of \$4,000 you could plan to:

1. Run a trivia or auction night for 100 people (get 10 people to organise a table each) - \$2,000
2. Ask for online sponsorship from friends and co-workers (20 people x \$50) - \$1,000
3. Request matched funding (\$4,000) or a company donation - \$1,000

Fundraise online with your very own web page!

Collecting donations online has never been easier and is a great way to fundraise! Upon registration you will have received an email with your **username** and **password** to log in and customise your own web page which we have already set up for you.

It is as easy as sending an email with a link to your web page asking for donations or simply tell your friends and colleagues to go to www.msmelbournecycle.org.au, select 'donate online', then find your name and make the donation. A tax deductible receipt will be issued automatically via email.

Tips to ensure online fundraising success:

- Upload photos of you (or your team), display a **personal message** & set your **fundraising goal**
- **Sponsor yourself** - "put your money where your mouth is" and make a personal donation online
- **Remember** the larger the first donation the more inclined sponsors will be to follow your lead
- **Send emails from your web page** asking for donations, updating sponsors & thanking sponsors
- **Manage your online and offline fundraising** on your webpage so you can keep track of how much money you have fundraised and your sponsors can see their name and donation online!
- **Did you fundraise online last year?** If so ask us for a list of sponsors from 2011

Creative ways to promote your fundraising efforts:

- Send an invite on **Facebook** for people to sponsor you.
- Insert your fundraising goal and **web page address** into your auto signature.
- Pin up the "**Sponsor Me**" fundraising posters around your work place.
- Place a message on the **company intranet** or sporting/community newsletter.
- Why not ask if you can send something out in your **company's pay slips** to employees?

Tips for fundraising success



Collecting donations in person

Collecting donations in person is a great way to add that personal touch and communicate your fundraising goal face to face with your sponsors. **Remember to keep your receipt book (if requested) with you at all times** as you never know when someone will donate. Sponsors can donate per kilometre or give you a straight out donation.

How to bank the money: The last page of the receipt book is a deposit slip. Use the slip to bank all your money (only the money that corresponds to the receipts in that book) and send the book(s) back to us. All books must be returned to us whether used or not (as required by law).

Ask your workplace to match your efforts!

Many of our fundraisers receive continual support from their workplace as the money they raise is matched dollar for dollar, doubling the money raised! We can issue your company with a receipt, certificate and thank you letter so they know their support is appreciated. Give us a call to find out more!

Special Event Ideas



Barefoot Lawn Bowls – Through a local bowling club. Set price includes bowls and food (bbq or catered), allow price to cover this and also extra to go towards fundraising.



Trivia nights – Organised through local bar/restaurant/club. They benefit through bar sales and you receive entry fee.



Wine tours – Charter a bus through your local wine region and charge for a tour. Many wineries will donate bottles of wine to raffle and offer discounted lunch.



Movie Nights – Many cinemas open their doors to charities for a movie of your choice. They will set their reserve price, you set your price above that and keep the difference.



Casual Day / Morning tea – At workplace or local school (Gold coin donation).



Raffle – Organise your own raffle. Ask local businesses for prizes and ask others from your local community to help sell tickets.



Sausage sizzle – Many local businesses will allow you to organise this on site (Bunnings, Mitre 10, BBC Hardware, local nurseries) and will assist you.

Other Fundraising Ideas

If holding an event is not your thing then visit the websites below for companies that have fundraising programs designed to assist you in reaching your target. Ask for the help of friends and families to sell the products to your local community.

www.cadbury.com.au

www.healthyfundraising.com.au

www.prospectwines.com.au/Wine-Fundraising

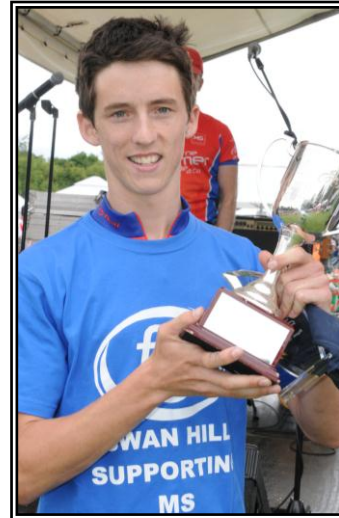
www.fundraysia.com.au

Prizes & Awards



Individuals

- Highest Individual Fundraiser
- 2nd Highest Individual Fundraiser
- 3rd Highest Individual Fundraiser
- 4th Highest Individual Fundraiser
- 5th Highest Individual Fundraiser



Teams

- Highest Fundraising team (2 - 9 team members)
- Highest Fundraising team (10+ team members)
- 2nd Highest Fundraising team
- 3rd Highest Fundraising team
- 4th Highest Fundraising team
- 5th Highest Fundraising team

The above awards will be presented on stage at the event finish site at 11am.



Upcoming fundraising incentive prize drawers will be announced in our regular E-Newsletters!

Top 100 fundraisers will receive a **customised MSC cycling jersey** and an invite to the annual top fundraiser evening held later in the year. To view the 2012 fundraiser jersey please visit the MS Melbourne Cycle website.

All prizes and awards sponsored by:



Where your money goes



Ever wondered how MS Australia uses your hard-earned fundraising dollars?

Check out the table below to see how your support can make a difference for people with MS.

\$50	Understanding MS Session will help a newly diagnosed person to attend an "Understanding MS" information session where they can learn about their diagnosis and get much needed support.	\$1,200	Neuropsychology Assessment will fund for a person living with MS to have a neuropsychology assessment to identify thinking & memory changes related to MS and a management plan.
\$150	Fatigue Management Class will enable a person to attend a four-week fatigue management class to learn how to manage their fatigue associated with MS.	\$1,900	Peer Support Training will enable a person with MS to be trained and supervised as a peer support volunteer offering emotional support to another person living with MS over a 12 month period.
\$225	Flexible Assistance Package will buy a flexible assistance package for a young person living with MS in a nursing home to enable them to go out with a carer and participate in a leisure or social activity.	\$1,900	Heat Management will provide a financial grant to purchase an air conditioner to help relieve MS symptoms made worse by summer heat.
\$300	Counselling Session will enable a person to attend a counselling session for experiencing depression relating to their diagnosis of MS.	\$2,650	Respite Care - One week will fund a weeks respite stay for a person living with MS to give them and their family a much needed break from their care routines.
\$350	Physiotherapy Session & Review will buy a physiotherapy assessment for a person living with MS, including a home program of exercises and a review.	\$5,500	Financial Grant: Electric Scooter will help a person living with MS buy an electric scooter so they can independently move around their local community.
\$460	Home Visit & Lifestyle Needs Plan will fund a home visit to a person living with MS to discuss their needs, develop an individual plan that addresses their symptom and lifestyle needs and link them into relevant services.	\$7,500	Rural Education & Consultations will fund a visit to a rural area by our team of health professionals to conduct education and consultations with people living with MS, their families and local health professionals.
\$725	In-home Attendant Carer will fund an in-home carer to provide a personal and domestic assistance over a weekend whilst their family carer has a short break.	\$10,000+	Will help fund a project such as furnishing appropriate accommodation for young people with MS.

6 Facts about MS



1. What is MS?

Multiple Sclerosis (MS) is a chronic, often disabling disease that randomly attacks the central nervous system (brain and spinal cord). People with MS may experience varying degrees of blurred vision, speech difficulties, limb weakness, co-ordination loss, shaking in the hands, numbness, loss of balance, extreme tiredness and memory lapses. MS is a devastating condition because people live with its unpredictable physical and emotional effects for the rest of their lives.

2. Who gets MS?

People are typically diagnosed in their twenties and thirties, with an average age of diagnosis at 30. Interestingly three times more women are affected by MS than men and it is more common in cooler climates.

3. What causes MS?

The overall cause of MS is still unknown. The healthy body's immune system normally defends the body from attack by viruses or bacteria. But in the case of MS, the body's immune system attacks its own myelin, causing disruption to nerve transmission. Scientists do not yet know what triggers the immune system to do this. They agree several facts are involved including genetics, gender and environmental triggers.

4. Can MS be cured?

MS is a lifelong disease for which a cure is yet to be found. However, doctors and scientists are making discoveries in treating and understanding MS everyday and research to find a cure is very encouraging.

5. Why is MS so difficult to diagnose?

Some people have symptoms that are very difficult for GPs to interpret, and these people must "wait and see". While no single laboratory test is yet available to prove or rule out MS, magnetic resonance imaging (MRI) has greatly aided in definitive diagnosis.

6. What services does MS Australia provide?

MS Australia provides programs and choices to people with MS aimed at promoting including a range of residential facilities, social support programs, accommodation support services, attendant care in private homes, involvement with regional centres and country link programs. These services are vital to maintain the independence and dignity of people with MS. In Australia, 21,000 people currently have MS, however this figure is increasing as diagnosis methods become more advanced. The incidence of MS in Australia is growing by 10% each year and it means that we have to grow our support by at least 10% every year just to keep up! MS Australia partners with the community in seeking support to provide services to people with MS. This would not be possible without the generous financial support of people who make regular donations, those who actively fundraise in the community, or the 1300 people who volunteer their services in some way.