

**PALMS
AUSTRALIA'S
POCKET
GUIDE TO**

**VIRTUAL
FUNDRAISING**

**A STEP-BY-STEP GUIDE OF
THE SIMPLEST WAYS TO PLAN
A FUN AND SUCCESSFUL
VIRTUAL FUNDRAISER**



WHO IS

PALMS AUSTRALIA?

Palms Australia contributes to justice in global development by engaging with grass roots organisations seeking sustainable solutions to poverty in their communities.

Palms prepare and send qualified and experienced Australians to share skills and build the capacity of the local community, and assist them in achieving development goals that they themselves have identified.

Since 1961, Palms have placed over 1,500 Australians in 408 communities, across 41 countries around the world, providing over \$200 million worth of expertise across the areas of health, education, administration, trades and agriculture.

At Palms Australia, we:

- Believe enabling people to reach beyond every barrier of culture, religion, nationality and gender will empower cooperation to achieve a just, sustainable, interdependent and peaceful world free of poverty.
- Offer development assistance at the request of, not imposed on, communities in need, working together in partnership.
- Believe communities are the best architects of their own development, and possess the contextual and cultural awareness that informs sustainable solutions to poverty.
- Prioritise relationships and skill development ahead of the buildings, equipment, and goods that others offer as aid.

Palms Australia is a not-for-profit organisation and our program of international mentoring assignments is only possible with the generosity of our supporters



WHY SUPPORT

PALMS AUSTRALIA?

Palms Australia focuses on long term skills exchange placements which produces sustainable development.

1. Build the skills of local people and organisations.

Assisting to develop the skills of health workers, educators, administrators, trades people and others is sustainable because unlike materials and equipment skills don't rust or break or require technicians or parts which cost more money.

2. Support what THEY ask for.

Palms Australia supports requests from local communities because they know better what is needed and what strengths they have to build on. We scope requests with them to ensure any program participant is providing assistance that will be sustainable.

3. Empower local people and communities.

When you support a mentoring assignment, you are providing education and training to a community, so that they are better equipped to improve their own situation, instead remaining dependent on external assistance.

4. Shared skills to benefit everyone.

What one person learns, they pass on to others in the community, uniting communities as they work together.

5. Our participants are building peace and mutual respect

Building relationships between communities fosters understanding and respect for all. It highlights the humanity and dignity of all peoples instead of creating an "us and them" mentality.



HOW TO HOST AN

ONLINE FUNDRAISER

An online fundraiser is the easiest way to raise money and awareness for your project. 48% of Australians give when asked by friends on social media*. There are two ways to use online media to fundraise.

1

Share a link to palms.org.au

- Go to palms.org.au/donate/current-projects
- Find and open the project you wish to support
- Copy the web address
- Paste the address in an email or on social media with a request for your friends or family to donate

2

Start a Facebook fundraiser

By adding a 'donate' button to any Facebook post, your friends can donate without leaving Facebook.

- Click 'Support Nonprofit' in your post options.
- Type, then select, 'Palms Australia'. Click 'Post'

3

Create your own fundraising page

Visit www.palmsaustralia.raisely.org.au to create your own fundraising page.

- Plan your virtual fundraiser
- Set a fundraising goal
- Share, share, share your fundraising page with everyone via email and social media, and ask them to make a donation!

*https://kodacapital.com/docs/koda-capital_snapshot-of-australian-giving-2018.pdf



HOW TO HOST A

VIRTUAL MORNING TEA

These steps can be used for a morning or afternoon tea, after work drinks or any kind of virtual get together involving a meal. When you are catching up with friends or organising a small get-together, why not ask your friends to donate online.

1

Choose a date and time

Decide on a date and time and organise a virtual catch up using an online video platform such as Zoom, Google Hangouts, Facebook Messenger etc

2

Invite guests

Send an email or online invitation informing guests of how to join the event. Include any links or numbers for video calls, date, time, donation/fee, and most importantly what you are raising funds for, your fundraising goal and a link to your fundraising page.

3

Prepare for your event

Decide how your virtual morning tea will run. e.g.

- Virtual "Nailed It!" challenge where participants are given the same recipe, and a judging panel will decide on the top 3 who "Nailed" the recipe.
- Mad Hatters Tea & Raffle - participants wear a funny hat and brings a treat and tea. The best hatters win prizes and a raffle is drawn live.

4

Choose how to fundraise

You may ask guests for a given amount (e.g. \$20 to participate) and/or you may provide them with a link to the donation page for additional donations.



HOW TO HOST A

VIRTUAL CHALLENGE

What better way to keep yourself busy while in isolation, than a virtual challenge. Get creative and go for it!

1

Choose a challenge

For example:

- A physical challenge: For every \$10 raised, they commit to climbing flights of stairs, doing a number of push-ups, burpees, or some other physical feat;
- An "Iconic" challenge: Run the "New York Marathon" around your neighbourhood, or "climb Mount Everest" using your staircase at home
- A "dare" challenge: Commit to doing something you are dared to do once you achieve your target
- Any other challenge of your choice

2

Choose how to fundraise

Get creative and decide what works best for you for the challenge you've undertaken e.g. \$5 for every km run or cycled, \$2 for every push-up or burpee, \$50 to help you reach your goal and complete the dare, or for every \$10 raised you will complete a flight of stairs.

3

Share, share share!

Share your virtual challenge with everyone via email and social media and include the link to your fundraising page or donation page. Take videos of yourself and share on social media to encourage more donations and raise awareness!



HOW TO ORGANISE A

VIRTUAL VOTE OFF

Host a virtual contest where every \$25 (or another amount of your choice) donated is a “vote” to select a winner.

1

Setup your fundraising page

Visit www.palmsaustralia.raisely.com.au to create your own fundraising page. Set a fundraising target and tell people what you're doing and why!

2

Decide on the category

Decide what people will be voting on i.e best iso-beard, cutest dog, best costume etc and ask people to submit their photos and a description or caption

3

Upload photos

Upload photos with captions via the blog function on your fundraising page

4

Spread the word

Share your fundraising page and details of the vote-off and encourage people to vote for their favourite entry with a donation. Don't forget to tell them to write who they're voting for in the message or comment section when making a donation.



HOW TO ORGANISE AN

ONLINE TRIVIA NIGHT

Host an online trivia or quiz night using one of many free online quiz platforms.

1

Setup your fundraising page

Visit www.palmsaustralia.raisely.com.au to create your own fundraising page. Set a fundraising target and tell people what you're doing and why!

2

Decide on an entry fee

Decide on an entry fee and ask people to donate that amount to your fundraising page, encouraging extra donations to help you reach your goal.

3

Setup your trivia or quiz

Check out free quiz platforms such as Myquiz.org, Flexi Quiz, or Typeform, and visit QuizMeisters for an example of a virtual quiz done right!

Get creative with your questions and most importantly, have fun! You could even offer up clues or certain advantages to teams for an extra donation of \$5 or \$10.

4

Spread the word

Create an e-invite and sent to all your friends and family via email, text and social media. Don't forget to share your fundraising page and tell people to make a donation to enter!



TIPS AND TRICKS

Remember, it's **your** community

You know what types of activities are likely to engage your friends, family and colleagues. Personal requests to participate in an event or help with planning are the most successful.

Be clear

Let your guests know that your event or activity is a fundraiser. It is never a good idea to spring this on guests after they take part. Palms has plenty of materials we can send to you about Palms Australia and the project for which you are raising funds.

Get creative!

The ideas included in this guide are just some of the things you can do to raise funds for Palms Australia. There are countless number of things to do, so get creative and come up with something that works for you and your community.

Most importantly, have fun!



COLLECTING DONATIONS

Online Donations

Participants can donate online via palms.org.au/donate or your personal fundraising page. The web page has options for paying via direct debit or by card.

Offline Donations – Cheque & EFT

Supporters can make donations directly via EFT using Palms Australia's Bank details:

BSB: 062-784

Account No: 789 5202

Account Name: Palms Australia

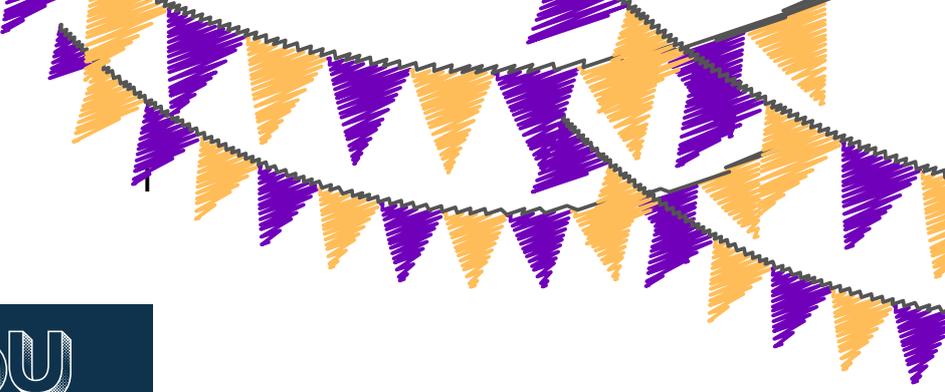
To help us identify the payment, please ensure the reference FRAISE20 followed by the fundraiser's initials as a reference. e.g. FRAISE20LK. We can then add this to your online fundraising total. Once payment has been made, please send a copy of the remittance to accounts@palms.org.au with subject 'Fundraiser Donation' and details of the donor.

A cheque can be made out to Palms Australia and posted to the address below. Don't forget to include which fundraising event the donation is for, which project, if one is specified, and details of the donor.

Palms Australia

PO Box 3109

Petersham North NSW 2049



THANK YOU



Contact Us

We are here to support you!

For more fundraising inspiration, advice on how best to run your virtual event, or anything else about raising funds for Palms Australia, you can contact us on:

Phone: 02 9560 5333

Mobile: 0422 472 567

Email: louise@palms.org.au

Our office hours are 9am - 5pm, Monday to Friday.

Thank you for supporting Palms Australia!