



GENERAL FUNDRAISING TIPS

Creating your own fundraising challenge? Don't know quite where to start? Here are some general ideas and tips to get you started and on your way towards your fundraising goal!

ONE GIRL

HEY THERE,

We're so glad to have YOU as a valued member of our community! **Together we can change the world, one girl at a time.**

By deciding to create your own personal fundraising challenge, you are supporting One Girl programs that give girls in Sierra Leone and Uganda the chance to reach their full potential through education.

Oh hey, want to get social with us too?



facebook.com/onegirlorg



[@onegirlorg](https://www.instagram.com/onegirlorg)



[@onegirlorg](https://twitter.com/onegirlorg)



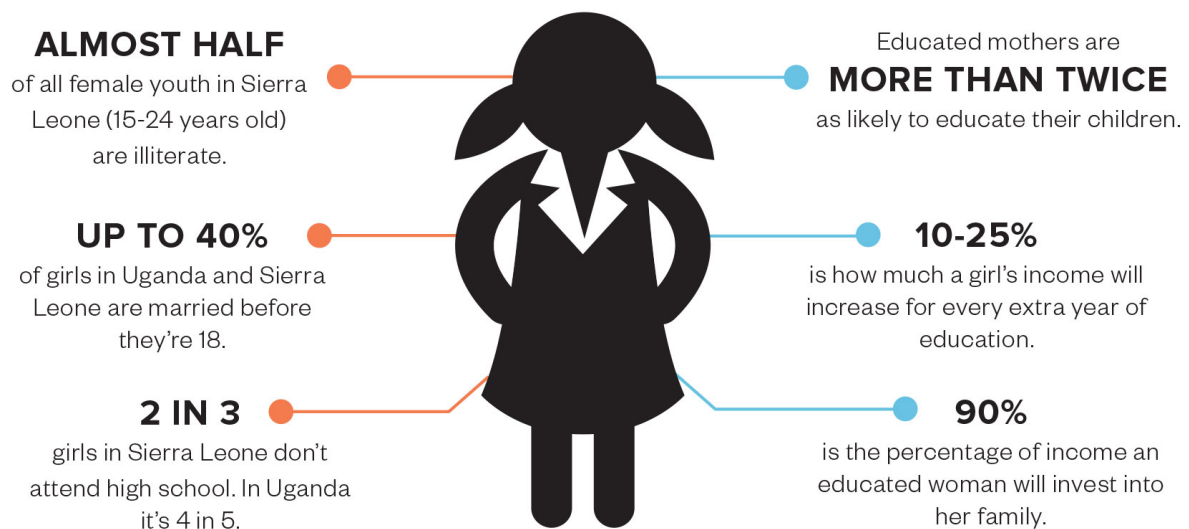
WHY GIRLS?

WHY EDUCATION?

Right now, more than **130 million girls around the world are denied an education**. And at One Girl we believe **EVERY** girl deserves the right to an education and the chance to learn, grow, and become the best she can be.

We currently work in Sierra Leone and Uganda — two of the most challenging places on earth to be born a girl.

BUT EDUCATION CAN CHANGE EVERYTHING.



GETTING QUESTIONS?

WE HAVE ANSWERS.

When you're fundraising, you are going to be asked all kinds of questions — here are some answers to common questions you might get.

Hey, why are you fundraising?

I'm fundraising for One Girl, to help break down the barriers preventing girls from accessing an education. I have personally set myself a fundraising goal of [insert personal fundraising goal] to support One Girl programs. It's not okay with me that more than 130 million girls around the world are denied an education, so I'm doing something to help change that. Will you help me reach my goal?

How does it work?

You can donate to my online fundraising page [insert your fundraising page URL here]. You can even leave some words of encouragement to spur me on!

Can't I just give you cash?

One Girl can't accept cash donations, and they can only email you a tax receipt if you donate online. If you really prefer to give cash, just give it to me and I'll make a payment of the same amount to my online fundraising page using my own credit or debit card (no tax receipt for this though!)

What is One Girl?

One Girl is a not-for-profit that runs girl-led programs that break down the barriers that girls face in accessing an education. Like me, they believe that every girl on the planet has the right to an education. No matter where she is born, how much her family earns, what religion she adheres to, or what her culture says — every girl deserves the opportunity to learn, grow, and be the best she can be.

Where will my donated money go?

One Girl works in Sierra Leone and Uganda, some of the worst places in the world to be born a girl. Donations received go towards their girl-focused education programs that work to give girls access to education in and out of the classroom, provide female mentors and role models, provide access to affordable sanitary items and education about menstrual, sexual and reproductive health and rights and of course champion gender equality by sticking up for girls everywhere! These programs are specifically designed to overcome the largest barriers to attending school because when you educate a girl, *everything* changes. Programs are implemented by local field officers and community leaders. You can find out more about each of these programs at:

www.onegirl.org.au/our-impact

Charity begins at home. Why doesn't One Girl help people in Australia?

One Girl believes that every girl on the planet has the right to an education — so of course we stand for educating girls (and boys) everywhere! We have chosen to work in Sierra Leone and Uganda because they are some of the most difficult places in the world to be born

a girl. In Sierra Leone for example, only 16% of girls ever complete high school as compared with Australia's whopping 98%. As an organisation, we also spread awareness about the power of equal access to education — something that many of us take for granted here in Australia.

We don't ignore the fact that there are needs in our own backyard, we respect and admire the work of the many amazing charities who do work within Australia, and not just for education, but for many worthwhile causes.

The truth is, as a single organisation there's no way we can do everything, so we've chosen to work with one focused mission – to give girls in Sierra Leone and Uganda access to quality education — and strive to do it well.

How can I get involved?

There are three ways:

- 1) Donate to my fundraising page at [insert your fundraising page URL here];
- 2) Sign up for One Girl's Do It In A Dress campaign that takes place in September - October each year and ask for sponsorship by completing a challenge in a One Girl school dress; or
- 3) Sign up for your own fundraising at www.onegirl.org.au/start-fundraising

Need help answering another question?

Email us at info@onegirl.org.au

NOT SURE WHERE TO START?

HERE ARE SOME IDEAS.

FUNDRAISING ON SOCIAL MEDIA

Run an online class! Get creative, run a cooking class, art workshop, yoga or fitness workout or create your own webinar. Promote the event encouraging a set donation to join the class or Instagram Live video.

Create a nomination challenge on Instagram or TikTok. Nominate your followers to complete a challenge, donate to your page and nominate their friend. Think ice-bucket challenge/blinding lights dance! Share your ideas with the other fundraisers (maybe together you can be the next big thing!).

Post on your social media. Set a deadline for a certain

fundraising goal, encourage your followers to donate.

Things to remember:

- 1)** Add your Fundraising URL to your social media bio, so your followers can easily access your page.
- 2)** Spread the word. Encourage your followers to reshare your fundraising event to increase your reach.
- 3)** When posting on social media using One Girl content remember to follow the One Girl media sharing rules.

FUNDRAISING THROUGH FITNESS

Participate in an existing event. There are loads of events you can do on your own or in a team. Think marathons, walkathons, fun-runs, climbs, swims, rides. A google search will deliver plenty of options!

Host a class. Hosting a fundraising class at a yoga studio, spin bike centre, gym, swimming centre, dance school can raise lots of money.

Create your own something-athon. Dance-a-thon, swim-a-thon, spin-a-thon, walk-a-thon, mara-thon! People can sponsor you for the total hours or reps you do!

FUNDRAISING THROUGH FOOD

Community sausage sizzle. Sausage sizzles, especially at places like Bunnings, are fundraising classics. You can raise lots of money – but slots are often in high demand so check well in advance.

All you can eat pancakes. This is a perfect breakfast fundraiser to run at work or anywhere you have a ready-made group. The one-off fee includes endless pancakes and all the extras — maple syrup and cream, fruit, eggs, bacon coffee/tea and juice. Get people to 'book' and pay in advance to help with planning.

Morning tea. Who doesn't love morning tea? You can run one at work, home, or a hired venue. You can make everything yourself, organise a group of

friends to share the load, or buy everything and just make it look beautiful. Come up with a theme you can use across the invitations, music, dress code, and decorations.

Don't forget!

At any event you organise, make sure to take photos, share your fundraising page URL and maybe even create a hashtag for social media. Also, remember to make people feel appreciated. Let them know how much has been raised and the impact it will have!

FUNDRAISING AT WORK

Your work mates could be the perfect ready-made team/audience for a fundraising event. What do they like? How many are there? Do they socialise together? What might they be up for?

Raffle tickets. Not many of us can wrangle a car or plane tickets to an exotic destination but sometimes a beautiful looking hamper is all it takes to get people buying raffle tickets.

You might consider **buying a big-ticket item** at a discounted price then covering the cost with a portion of the ticket sales. It's all about numbers so come up with

as many ways as you can to maximise ticket sales!

Sweet treats. You can buy all sorts of fundraising products — from chocolate bars to organic popcorn — at wholesale price to sell at a healthy profit.

Put them in the staffroom, **run a ‘snack shop’ from your desk**, or keep them at reception. All you need is someone to look after the money side of things and order more as supplies run low.

Dinner/show/event/competition

If your work mates get on well why not organise a meal or an event together? A weekend BBQ, a mixed soccer match, a movie night, a team fun run, an office ping pong competition — pretty much anything where people pay to participate and you can raise funds, without the price becoming a deterrent.

FUNDRAISING AT UNI

Events like pub crawls, trivia nights, parma lunches, black-tie pizza nights and sports competitions all work as fundraisers. Humour and great prizes go a long way!

You can organise things yourself or in conjunction with an on-campus club where they

help you drum up a crowd in return for a share of the funds raised. Check out your uni’s student union website for details of clubs, events, contacts, resources — and any restrictions you need to know about before you start planning your event.

FUNDRAISING AT SCHOOL

Casual clothes day. This is an easy and popular way of fundraising, where everyone pays a gold coin to wear casual clothes to school. The day will have a whole lot more impact if you can explain what you are fundraising for, why it’s important to you and how this casual clothes day fits in with your fundraising goals.

Teacher Vs Student sports day. Students love seeing teachers out of their traditional teaching roles! Pick a fun sport that lots of people can participate in. Emphasise that it’s about fundraising for an important cause rather than winning.

Bake Sale. Everyone loves a good old bake sale! Spread the load by getting lots of people to bring baked goods along, and don’t forget to cater for allergies, gluten-free and vegan needs too!

MORE FUNDRAISING IDEAS AND EVENTS

Movie night

Trivia night

Potluck dinner

Guess the lollies in a jar

Get creative Sell your art / craft / DIY projects and donate sales to One Girl

Give up something for a week
(food item, internet, social media, Netflix, video games, make-up)

Do a bucket-list challenge.
Ever thought you'd like to take on a big challenge, go on an adventure or do something crazy? You might be busting to jump out of a plane. Climb a beautiful, high mountain. Face your fear of deep water on a dive adventure. Well this is your big chance!



FIVE TIPS TO FUNDRAISE LIKE A PRO.

1

Email this message to ten of your favourite people letting them know you're taking on a challenge to raise funds to give girls access to education. Include a fun photo of you that relates to your challenge, and don't forget to share it on social media too!

Below is a template email that you can edit and send out. The more personalised your message is, the more effective your response will be.

Hey *[insert name]*

I have exciting news! This year I am supporting One Girl — advocating for girls' access to education and choice. The One Girl programs are girl-led and aim to break down the barriers that girls face in accessing education in Sierra Leone and Uganda.

*I would love your support! I'm aiming to raise **[insert fundraising goal]**, and I've already raised **[insert]**! I am planning... **[Insert your fundraising event or sponsorship activity]**. Any support for One Girl and to help me reach my target would be amazing. Check out my fundraising page: **[insert fundraising page URL]***

By generously donating to my fundraising page, you will also be helping educate girls, changing lives, families, and communities. However you can support me would be great — thank you!

[insert your name]

PS. If you feel comfortable please send this on to other friends and family!

2

Spread the word! Start with family and friends then think about the networks you can access directly or through your contacts.

Clubs, teams, schools and unis, workplaces, mums' groups, youth groups, religious groups, online communities, social media following.

3

If you're doing an event, promotion is key! Make an event timeline and work out all the ways you can let people know what you're doing (without spamming them!).

Take people on your journey with photos and stories from behind the scenes; updates, laughs and tears; progress and milestones. The more connected they feel, the more support they'll give.

Also remember to tag One Girl so we can re-share your event too!

 facebook.com/onegirlorg

 [@onegirlorg](https://twitter.com/onegirlorg)

 [@onegirlorg](https://www.instagram.com/onegirlorg)

4

Don't go it alone. Everything is more fun with friends, including fundraising!

Seek people's ideas. Ask for help. Tell people your plans. You never know who they know or how they might help!

5

Remember to appreciate your donors. Say thank you!

We recommend personally thanking every single person that donates to you. We find tagging them on social media is also super effective! Attach a picture or story so they can feel as good about making a difference as you do.



KEEP THE **FUN** IN **FUNDRAISING**

YOU'VE GOT THIS!

Get in touch at info@onegirl.org.au for more ideas!

One Girl is a registered charity in Australia and our ABN is 81 139 793 623.
All donations over \$2 are tax deductible in Australia.

ONE GIRL