



TIPS FOR FUNDRISING

.....

There are plenty of reasons for parents and businesses to support fundraising for the Westpac Lifesaver Rescue Helicopter Service.



WE'VE OUTLINED A FEW WAYS TO CONVINCE OTHERS TO SUPPORT YOUR EVENT:

- Educate them about the WLRHS – people are more willing to help if they know and understand what they are supporting.
- Tell them your fundraising target, and ask them to help with a small percentage of it. ie “We’re aiming to raise \$1,000 this month. Can you help us with just 10% of that?”
- Talk to your colleagues, parents and friends to find out what connections they have in the local community. Perhaps they can introduce you to the right person in the business whose support you are seeking.
- Ask businesses that you use regularly to help – such as your local coffee shop or greengrocer.
- Be specific in your request; know exactly what you need from them, how it will contribute to making the event a success.
- Remember to specify that donations are tax-deductible: this is often an incentive for businesses to donate, and remember that even small donations add up.
- Ask a business to support you with just a percentage of their revenue and profits... for example, agreeing to donate back a percentage of the profit from your event or sales to the WLRHS.

