



# THE CLIMATE COUNCIL'S **FUNDRAISING TOOLKIT**



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# THANK YOU FOR FUNDRAISING FOR THE CLIMATE COUNCIL!

As an independent organisation, we rely on our fantastic community of supporters (people just like you!) to help us raise funds for our work.

We're excited you've decided to take this next step forward in becoming a community fundraiser!

Together, you will help us reach new networks, raise vital funds and share about the impacts of and solutions for climate change.

This toolkit has been designed to assist you in organising your own fundraising project. Of course, this is just the start of the many ways in which you could support us.

We love people getting creative so if you have an idea - get in touch!



## 2. Get to Know the Climate Council

### Background

The Climate Council is Australia's leading climate change communications organisation. We provide authoritative, expert advice to the public on climate change, energy solutions and international action, based on the most up-to-date science available.

We're made up of some of the country's leading climate scientists, energy, health and policy experts, as well as a dedicated team of staff, and a huge community of volunteers and supporters who support our work. As an independent voice on climate change, we get climate stories into the media, produce hard-hitting reports, call out misinformation as we see it and support Australia's shift to a prosperous, renewably powered economy.

The Climate Council was founded in 2013 by tens of thousands of supporters, in Australia's largest ever crowd-funding campaign, to create a new, independent and 100% community-funded organisation. Our work continues to be powered by our community whose generous support underpins our success.

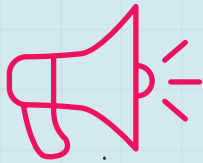
Since inception, the Council has had an incredible impact. Our work has played a crucial role in:

- › Moving the public debate from a false debate of the science and whether or not climate change is real, to a discussion of solutions, like renewable energy.
- › Shifting the public understanding of extreme weather and climate change with public polling showing that increasingly the public link the two.
- › Elevating renewable energy to a top tier political issue.

Our work is utilised by a wide cross-sector of the community including: the media, schools and universities, NGO's, health organisations, emergency services, government and individuals.

By using a range of strategies such as publishing reports, media work, community events, strategic projects and prolific social media output, we can engage and influence a wide cross section of the Australian public.

# IMPACT SNAPSHOT



OVER

**\$80M**

**IN MEDIA COVERAGE**

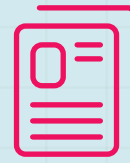


CONSISTENTLY THE

**#1**

**ORGANISATION**

COMMUNICATING ON  
CLIMATE CHANGE  
NATIONALLY



OVER

**28,000**

**MEDIA ITEMS**



CUMULATIVELY  
REACHED MORE THAN

**360M**

**READERS, VIEWERS**

**& LISTENERS**



**3** CONSISTENTLY HAVING  
**OF THE TOP 5**

**SPOKESPEOPLE**

COMMUNICATING ON  
CLIMATE CHANGE

# 3. I'm In! What's Next?

## 1. Choose an event or challenge - get creative!

Think about the aim of the event and what you're hoping to get out of it. Do you just want to raise funds for the Climate Council? Do you want to hold an event to raise awareness? Are you trying to reach new networks? Think about how you can align your event with the Climate Council's values.

Once you've decided this – start getting creative! There are endless possibilities of events or challenges you can run. Consider who you will be inviting to help choose an appropriate event. See our list below for some suggestions.

## 2. Get in Touch with Us

You've got an idea - great! We'd love to hear from you. Complete an application form and we will send back an Authority to Fundraise letter for the Climate Council.

## 3. Set a Target

How much money are you hoping to raise? Think about how you can get there. This will help you set the parameters for the event and give you something to aim for. Do some back of the envelope calculations to see what might be a realistic target but don't be afraid to dream big.

It can also be helpful to make the first donation – once people see that you're committed, they're more likely to donate.

## 4. Learn to Love Logistics

Dates. Time. Location. Props. Advertising. Resources. Make sure you plan out the event in detail so that everything runs smoothly. Create a project plan so you're on top of when you need to do what, when – lists are your friend!



## 5. Enlist Support

Do you know a butcher who can donate sausages? Or a neighbour who is a whiz at graphic design? Or a friend who can help you set-up on the day? Think about how you can leverage your networks to help the day run more smoothly and help minimise your costs.

## 6. Promote your Event

You've organised a great event – now to make sure that people get involved. Share the challenge over social media, via email or face-to-face. Think of sports teams, workplaces, schools and unis, church groups, community clubs and on-line communities. You could ask your local café to help promote it or send out personalised letters.

Think about your target audience and the event and what would best work. Send out regular updates on the event to keep people in the loop and help them stay engaged.

Don't be afraid to ask more than once – people often intend to donate but forget to do so straightaway.

It's important to add a personal touch and explain why you're passionate about the issue.

## 7. Say thanks!

It's often forgotten but saying thanks at the end of the event makes sure that people have a positive experience. Whether it be the donors, volunteers or suppliers – a thank you card and a big smile can go along way.

## 8. Share your Story with Us

Once you've decided on your event, let us know your plan! Any use of our logo will need prior approval. We also love to see any photos or videos and to hear your story. We may even be able to feature you on our website.



# 4. Get Creative!

What do you love to do? What are your friends and family passionate about? Is there a challenge you've always wanted to do but haven't quite had the motivation for up until now?

Each person is unique and has different skills, networks and interests. Make the most of these gifts and choose something you'll enjoy doing. Below is a list to help you start thinking. However, you know you best – so start getting creative!

## Get Active

Have you harboured secret ambitions to run a marathon? Would you cycle from Sydney to Perth? Or maybe you'd just like to complete this year's City to Surf.



Get people to sponsor you to complete the challenge or sign them up to donate for each kilometer you run, ride, skip, walk or paddle. Find a list of upcoming sporting events here: <http://www.eventlist.com.au/>

## Give it Up

Could you give up drinking for a month? Maybe participate in a social media fast? Or only use public transport for a year? Have you been trying to stop smoking?



Get people to sponsor you to complete whatever challenge is significant to you and achieve a personal goal in the process.

## Have a Night In

Instead of heading out for dinner with the ladies or a night with the boys, host a dinner at home. Either cook up a storm or ask each person to bring their favourite dish to share. You could even create a culinary theme for the evening.



Ask all attendees to donate what you would normally spend on purchasing dinner or a night out.

## Host a Clothes Swap

Remember that brightly patterned dress you've never found the right occasion to wear, the pants you bought for when you'd be just a tiny bit skinnier or that top you used to love to bits but have now worn one too many times.



Host a clothes swap and have the chance to clear out your cupboard of clothes you don't wear and replenish your wardrobe sustainably and cheaply! Charge your friends an entrance fee to participate. Any left over clothes can be donated to charity at the end.

## Footy Tipping

Are Collingwood going to beat the Swans? Will the Rabbitohs get up over the Broncos? Grab a bunch of mates and charge an entry fee to participate in a footy tipping competition for the season.





## Show a Documentary

A twist on the traditional movie night. Choose a climate related documentary and organise a screening for your friends and family. Some suggestions include *Before the Flood*, *This Changes Everything*, *Time to Choose*, *Chasing Ice*, *The Inconvenient Sequel* and *Years of Living Dangerously*.



You could also include a small presentation before the documentary on climate impacts or the renewable transformation. Chat to us for more details about this.

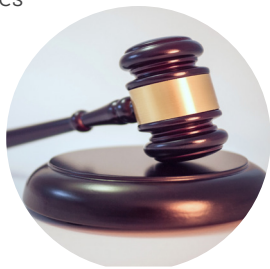
## Celebrations Donations

It's your birthday. You're getting engaged. You're hosting a house warming. You're graduating. But you've already got everything you need! Why not ask for donations in lieu of presents?



## Auction It Off

See if your local businesses will donate any of their wares. Alternatively, you could donate unwanted items or volunteer your time (e.g. Got gardening skills? Or can wash cars with ease?). These can then be auctioned off to the highest bidder. You might even snag a bargain!



## Host a Crafternoon

Get artsy and crafty with your friends and family. Love to paint, sew, crochet, cross-stitch, scrapbook, sketch or mold? Boil the kettle, pop some scones in the oven and get ready for a relaxing afternoon with friends. It's the perfect occasion to get knitting lessons from Nana (or for you to teach your granddaughter!) and you'll even be rewarded with your very own art project at the end.



If you're feeling particularly crafty, you could even sell your creations at a local market stall. For a list of market stalls across the state head to: <http://www.marketguide.com.au/>

## Trivia Night

Everyone's always keen for the chance to prove they know more than their friends. Encourage a bit of friendly competition by hosting a trivia night.



You can mix things up by choosing a theme, including a raffle or lucky door prize or giving participants the option to buy bonus points for extra donations!

## Bake Stall

An absolute classic. Cook up a storm with your famous double choc brownie recipe, protein balls or fruit kebabs. Recruit some fellow bakers to help with the preparation.



Sell them at your work, school or sports club.

## Employer Support

Let your employer know your event or challenge. Ask them to consider sponsoring you or matching the donations you receive dollar for dollar.



They could also donate goods or services that they provide as a prize for a trivia night or as an item for an auction.

## Shave it Off

Ask your friends and family to sponsor you to shave your hair off. Bonus points if you've got extra long locks!



## Poetry Recital

Share your love of Coleridge, Yeats or Keats with those around you. Invite everyone to bring their favourite poem and organise a recital evening to share your poem. Charge an entry fee to participate.



## It's a Wrap

Leading up to Christmas, get in touch with one of your local stores. Offer your gift-wrapping services to Christmas shoppers in the area in exchange for a donation.



## 5. Case Study: Meet Jen

Jen, Jenny and Stephen ran 164 kms through the remote Southern Tasmanian wilderness. Their route took them from Scott's Peak Dam to Cockle Creek, a rugged and difficult terrain.

While it takes most bushwalkers up to 14 days to complete this trip, the trip amazingly completed the journey in just 48 hours! The team ran non-stop through the night to complete the trip in record time.

The trio decided to complete the run to raise awareness about climate change whilst raising money for the Climate Council. While the idea to run to raise funds was new to Jen, she was inspired to act.

"When I had children and I watched the effect of changes in our climate in their short life time I started to realise that doing nothing isn't an option any more."

Ultimately, they raised over \$20,000 – a massive accomplishment! This was achieved through a combination of online fundraising, hosting movie and trivia nights and word of mouth promotion. They also were successful in securing media interest to help promote the run.

You can watch a video of their epic run [here](#).



# 6. Case Study: Meet Alida

Canberra to Perth. Mode of transportation: bike. Age: 28. Female. No support crew. 10 weeks. Distance: 4211km. 2 punctures. Longest day: 187km. Shortest day: 35km. Average day: 110km. 4 states and 1 territory. Countless muesli bars. 2 pairs of knicks. 1 pair of civilian clothes. 8 radio interviews. 7 paper stories. 3 TV news stories. 1 school visit. Those are the official stats.

Alida's epic effort raised over \$22,000 as she asked her friends and family to sponsor her as she undertook this huge adventure.

If that wasn't enough, the following year Alida decided to ride from the Balkans to Britain over 8 weeks. You can read more about her adventure here. We asked Alida what motivated her:

"I like cycling. I like freedom. I like adventure. I like to challenge myself. I like nature and natural landscapes, and to live gently and sustainably. I also like for everyone in the world to have the same freedoms and potential for living their life to the fullest.

I'm going to do something I enjoy - challenge myself mentally and physically, and do it in a way that has a low carbon footprint - while using my lucky freedom to help promote awareness and raise funds for organisations that work to combat climate change and to help those in need."

Ever wanted to run a marathon, ride across Australia or paddle the coast? Why not complete a life goal and raise funds for the Climate Council at the same time!



ALIDA IS RIDING 3900KM FROM  
**CANBERRA TO PERTH**  
TO RAISE  
**AWARENESS  
& FUNDS**  
FOR THE  
**CLIMATE  
COUNCIL!**

## 5. FAQs

### **Do I need to let the Climate Council know if I want to run an event?**

Yes! To fundraise for the Climate Council you must complete a Fundraiser Application Form and return it to us. Fundraising activity is only authorised to commence once the Climate Council has approved your application. Once approved you will be provided with an authority to fundraise letter.

In order for approval to be granted, your event or activity must comply with our Terms and Conditions for fundraising. Please complete the Application Form and email to: [community@climatecouncil.org.au](mailto:community@climatecouncil.org.au).

### **What should I tell people who are donating or participating?**

The Climate Council should be named as the beneficiary of the event or challenge – e.g. “proceeds of the event will go to the Climate Council of Australia.”

### **I want to invite as many people as possible to my event. Can the Climate Council invite people for me?**

Unfortunately due to resourcing constraints, our privacy policy and discretion in contacting our donors, we are unable to invite people on your behalf. However, in certain cases, we may be able to profile your challenge on our website or via Twitter.

### **I'm booking a venue for my event. Does the Climate Council cover insurance?**

The Climate Council is able to provide insurance for events under specific conditions in accordance with. Speak to us about what this might look like for your event.

### **Can someone from the Climate Council attend my event?**

You are welcome to request a Climate Council staff member or Councillor to attend your event or challenge. Unfortunately, due to constraints on time, we are not always able to provide a representative. To request a representative, please send an email to [info@climatecouncil.org.au](mailto:info@climatecouncil.org.au) with your request.

### **Can I use the Climate Council logo to promote my event?**

The Climate Council logo can be used once prior approval has been gained. You will have to specify the exact way it will be used. The logo cannot be changed or altered in any shape or form.

### **Can the Climate Council issue tax deductible receipts?**

The Climate Council can issue tax receipts for donations but only to individuals or organisations who make a donation without receiving a product or service in return. Tax receipts can't be issued for donated services like entertainment or exhibition set-up. Tax receipts are only available for donations over \$2.00. Receipts for donation will only be issued by the Climate Council when they are specifically requested.

### **How should I collect money?**

It is important to carefully consider the risks associated with collecting cash and, where possible, enable people to donate directly to us online by, for example, having a laptop set up at your fundraising event or asking people to write a cheque instead.

Read more about financial requirements in our Terms and Conditions.

### **My questions hasn't been answered. Can I speak to someone?**

Get in touch with us via [info@climatecouncil.org.au](mailto:info@climatecouncil.org.au) or give us a call on (02) 9356 8493.

# Thank you for supporting the Climate Council!


We couldn't do it  
without you.


The Climate Council is an independent, crowd-funded organisation providing quality information on climate change to the Australian public.

## CLIMATE COUNCIL

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 [info@climatecouncil.org.au](mailto:info@climatecouncil.org.au)

 [climatecouncil.org.au](https://climatecouncil.org.au)

The Climate Council is a not-for-profit organisation and does not receive any money from the Federal Government. We rely upon donations from the public. We really appreciate your contributions.

**DONATE**

[climatecouncil.org.au/donate](https://climatecouncil.org.au/donate)