



Community Fundraising Tool Kit

Thank you for choosing to raise funds to support our work in the community. Funds raised help us provide support for the health and wellbeing of people experiencing domestic violence, homelessness and people experiencing extreme hardship.

By organising a community fundraiser for Momentum Collective you will help ensure safety, security, choice and support for members of our community, and create a meaningful change in their lives.

USING THIS FUNDRAISING KIT

Step 1 - Choose your event

Pick a fundraising activity that you can organise comfortably and will appeal to your friends and family. These networks are often the ones who will support you the most.

Step 2 - Get in touch!

Please get in touch with us to explore opportunities and ideas for fundraising by emailing info@mymomentum.org.au

Step 3 - Build a Fundraising Page

Set up a fundraising platform page via your chosen website, examples:

- GoFundMe <https://au.gofundme.com/>
- Go Fundraise www.gofundraise.com.au

These free platforms make fundraising efforts easy. You can design your own page to support your event, set fundraising targets, share the link via social media and email, and watch your fundraising grow! These platforms also generate tax-deductible receipts for your donors so you don't have to.

The funds are directed straight to Momentum Collective so you don't have to be concerned about depositing or carrying large sums of money.

Step 4 – Start promoting your activity

Once you have established your fundraising event, set a date and send the invitations. Share it around!

Raising funds can seem daunting but you'll be surprised how many of your contacts support and/or donate. Be sure to email, Facebook, Instagram, talk, remind and encourage your friends, family, colleagues, sports clubs and local businesses to get involved and donate.

Step 5 – Depositing funds

If you have cash donations, please deposit to Momentum Collective within 28 days of completion using the following details:

Account Name: Fund Raising Account

BSB: 062 682

Account Number: 1031 3723

WHAT WE CAN HELP WITH:

Momentum Collective thank you for your interest in organising/hosting an event in support of the much needed programs we deliver in the community.

We would love to support your event and where possible we can assist with requests such as:

- Answer any queries you have regarding your event and offer advice and encouragement
- Attend your event to share information about our organisation and how community support and donations create a meaningful change in the lives of others
- Provide a letter of authenticity to validate your event or project
- Provide logos for use in promotional materials (to be reviewed and approved by Momentum Collective prior to distribution)

Please speak to us about any other request outside the ones listed above. We will endeavour to support, but not guarantee, all reasonable requests.

MEDIA

Promoting your fundraising events in the media can be a good way of attracting donors. If you would like to issue a media release about your fundraising event please send us a draft for review before distributing to media outlets. It could be an opportunity to create a joint media release that endorses your activity.

If you are in any doubt about any communications you have developed or have any questions regarding media, please email: communications@mymomentum.org.au

COMMUNITY FUNDRAISING GUIDELINES

Please get in touch if you would like to co-brand a fundraising event with Momentum Collective or if you would like to use our logo or branding on any of your fundraising products.

Momentum Collective is unable to endorse or accept funds connected with activities that include:

- Telemarketing
- Door-to-door fundraising or
- Alignment with alcohol, tobacco or gaming organisation.

Momentum Collective reserves the right to cancel* any fundraising activity if:

- The Community Fundraiser fails to meet the guidelines and/or;
- There is a real or perceived risk to individuals and/or;
- There is a real or perceived risk to the Momentum Collective brand.

*If permission to fundraise is revoked, all monies fundraised must be remitted to Momentum Collective Fund or your chosen Women and Children's Refuge Fund.

Momentum Collective, as the recipients of donation monies, take no liability for events or activities organised by an external party.

All events or activities planned to fundraise for Momentum must have prior approval to ensure they align with our organisational values.

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info@mymomentum.org.au

