

Greenpeace fundraising



GREENPEACE

Here at Greenpeace we believe
in the power of many. The
strength of our work depends
on the thousands of people who
put their beliefs into action.
Together we give our beautiful
planet the voice it deserves.

Contents

- 1** About Greenpeace
- 3** Getting started
- 4** 10 simple steps to fundraising
- 8** A-Z of fundraising ideas
- 32** Want to do more?

Thank you for supporting Greenpeace

Greenpeace is an independent campaigning organisation that uses non-violent direct action to expose global environmental problems and to force solutions which are essential to a green and peaceful future. Greenpeace's goal is to ensure the ability of the earth to nurture life in all its diversity. Here in Australia we are lucky to live in a beautiful climate, surrounded by rich oceans, vast forests and healthy food. Unfortunately much of our environment, animals and ecosystems, are under threat. Greenpeace works to protect our planet, now and in the future.

WHAT WE STAND FOR

Independence: we do not accept money from governments, corporations or political parties because it would compromise our core values.

Bearing witness: our investigations and peaceful protests work to raise awareness and bring public opinion to bear on decision-makers.

Non-violent direct action: we strongly believe that violence in any form is morally wrong and accomplishes nothing. Greenpeace takes non-violent direct action to expose environmental destruction.

WILL YOU JOIN US?

Organising a fundraising event, whether it's at your school, in the workplace or with your sports team, can be a great way to have lots of fun, reach out to the community and spread a positive message about our environment.

If you are reading this, that means you are already interested in holding an event or fundraiser for Greenpeace. Without our generous supporters like you, we would be unable to continue to campaign and give

our planet a voice. To help you get started, we have put together a simple guide on how you can most effectively fundraise for Greenpeace.

Remember we are always here to help out. If you have any general queries, please contact our friendly Supporter Relationships team on **1800 815 151** or email support.au@greenpeace.org

We always love to hear from our wonderful fundraisers.

Getting Started

If you would like to create your own fundraising event or activity to raise funds for Greenpeace, please carefully read through our *Terms and Conditions*. If you believe your event or activity complies with the terms and conditions then download the *Application Form* and return it completed to
Att: Community Fundraising at 33 Mountain Street, Ultimo, 2007 or email communityfundraising.au@greenpeace.org

Before you fill out your form, take a look at our guide to help you plan and prepare for your fundraising event.

10 Simple Steps to Fundraising for Greenpeace

All successful events are the result of careful planning and preparation. By taking the time now to think carefully about your fundraising idea or event you can ensure it will be as successful as possible.

1 SET A PURPOSE AND GET CREATIVE

Before doing anything else, you must decide what the purpose of your event is. Is this purely a fundraising event? Or does it have other goals as well? Perhaps you are hoping to raise money at the event, but the main function is to spread a message or reach out to a new network. Figuring out the details for your

event will depend on knowing what goals you are trying to achieve. Take a look at the Greenpeace website, and try to align your event with Greenpeace core values. In doing this you can help create more of a connection between your event and supporters or those who would be willing to come and donate.

Get creative with your fundraising event. The more creative you are, the more likely you are to attract more people to support your cause. Think outside the box and come up with something that will be interesting and exciting for people to get involved with.

2 MAKE A FUNDRAISING GOAL

It's always a good idea to set a fundraising goal – the amount of money you plan to raise at the fundraising event. This will help you make the most of your event and have a target to strive for. Make sure it's realistic but also don't doubt your ability. The amount you choose should be what you aim to raise after the expenses are deducted.

3 STICK TO A BUDGET

Every fundraising event plan should contain a complete budget listing of all the expenses that will be required. Examples of what you could include in your budget are staff, invitations, venue hire, catering, entertainment, transport, utilities and anything else that will be required to make the event a success. Your budget should

take into account your fundraising goal, ensuring that you raise that amount above and beyond all expenses. Be sure to leave a little extra room in your budget for unforeseen costs.

4 GET SUPPORT

As part of your fundraising efforts, your event will most likely have a support team. If you're planning your event with your family, friends, school class, workplace, sports team or whoever it may be, these people are responsible for helping you make the fundraising event as successful as possible. You may also have people supporting you who are not helping you run the event, but helping to spread the word or provide items to help in the running of your event. Making sure you have the support you need as well as being a great leader will help your event's succeed.

5 DECIDE ON YOUR TARGET AUDIENCE

Who is the target audience for your event? Is this a general fundraiser where everyone will be invited? Or is this event aimed towards a specific group of people? If you are holding an event at school then you may like to invite your whole school, or perhaps just a few classes. This is important as you do not want to spend time and effort trying to target groups who may not be interested in the event you are running. Think carefully about who would most be interested in your event, write a list of groups you think would be ideal and also the best way you think they would like to be contacted.

6 PLAN YOUR SET-UP

The event set-up should be planned well in advance. Some things to think about include: where will the location of the event be? Will food be served? Will there be

entertainment? What kind of dress code will be required? What is the itinerary for the event? Write down the answers to these questions and detail plans you may need with enough time to make necessary changes.

7 COMMUNICATION AND MARKETING

Your event needs to be marketed to your target audience. You need to convince your supporters that your event is worthy of their time and donations. It's a good idea to write up a plan for the event outlining all the different ways you would like to communicate with your target audience. Possible methods of 'getting the word out' include; social media (Facebook, Twitter etc), mail and word-of-mouth, to name a few. Regularly communicate with your social network and provide updates on your efforts to keep them engaged.

8 DECIDE ON SALES

Once you have promoted your event, there must be a procedure in place for making the actual sales, or accepting donations for the event. You must decide whether there will be different contribution levels for the event, who will sell the tickets, how they will be shipped or delivered, and who will be responsible for organising the incoming information. If your event is selling items such as baked goods you must decide beforehand a reasonable price your supporters might be willing to pay for those items. It's important to give this some thought well before the event. Often a price point can be the deciding factor on whether people will donate at all.

9 DO SOME PRACTICE

While you probably won't need a full run-through of your event, it is essential that everyone who is supporting the event knows, ahead of time, what their responsibilities are, where they should be during the event and how the event is going to 'flow.' If you are having a large or unusual event, the key staff may want to have a practice run to make sure your operation is running smoothly.

10 ALWAYS SAY 'THANK YOU'

One of the most often heard complaints from contributors to charitable fundraising events is, 'They didn't even say thank you'. Make sure that you take the time to send thank you notes to everyone who is involved in your event, including contributors, volunteers, staff and vendors.

A-Z of fundraising ideas

STUCK FOR IDEAS?

We have devised an A-Z list of fundraising events and ideas to choose from. Be as creative as possible and make sure you have fun!

A

Art exhibition or competition

Hold a competition for artists to enter. Their works could be sold off and the funds donated to Greenpeace. Holding an art competition using students' artwork is also a great idea. Charge a small fee for entry, and make it themed: perhaps oceans, forests, or draw your favourite animal.

Auction

Arrange an auction at your workplace or school. You could auction off unused or unwanted items donated from your school or work. Alternatively have items donated from classmates or colleagues and auction them off.

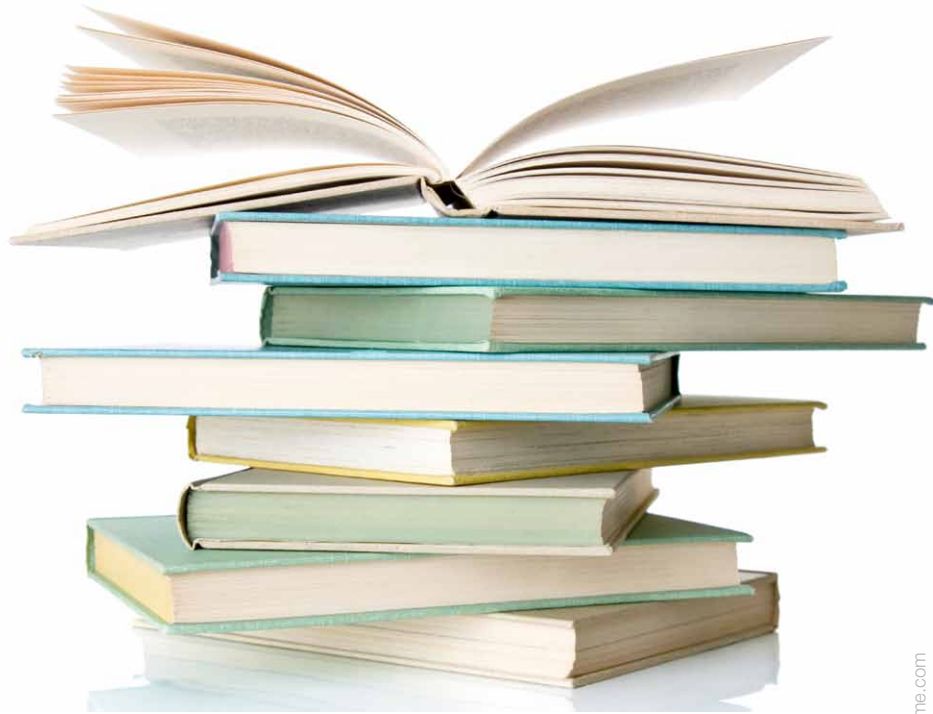
B

Book sale

Go through that old stash of books you have at home or in the office. Ask others to bring their unwanted books to school or work and hold a book sale at lunch time.

Battle of the bands

Have groups of talented musicians or singers battle it out, with an audience paying a small fee to watch. You could run this at your school or a local community hall.



Bingo

An old favourite! Get a group of friends, work colleagues or students together and hold a bingo afternoon, charging a small fee to play.

Birthday donations

Instead of presents or a cake ask for a donation for your birthday instead.

BBQ

Who doesn't love a good barbeque? Cook a barbeque lunch and ask for a gold coin donation.

C

Cake sale

Bake your all-time favourite cakes to sell at a cake stall. You could hold a cake stall or table at your office, school or a local fete.

Challenge

Why not set yourself a challenge by fixing your sights on a target? Maybe you're giving up smoking, cutting out sugar or junk food, or pledging to stop swearing. Get people to sponsor you and set yourself a goal to achieve.

Coin trail

Ask students or work colleagues to bring in spare change, lay the coins out in a trail and see how far around the school playground or office they can go.





Car wash

Get a group of friends or the whole school involved in running a car washing service. Set up at your school or at a local community event.

D

Dance off

Get your dancing shoes on and hold a dance competition. You could pick a theme, or use a gaming console to run your competition between groups of friends in your lounge room. Get your whole workplace involved in a dance off at lunch time.

Disco

Hold a disco in your school hall, local community centre or other venue. See if you can get a local DJ to donate their time to play some tunes.

Dress up day

Hold a dress up day at your workplace, school or community event. What about a theme? Movie stars, super heroes, cartoon characters are just a few you could choose. Get creative and get everyone to donate a gold coin to wear their favourite dress up costume.



E

Everyday hero

We have a great online platform that has many events you can join to help raise funds for Greenpeace! Visit fundraiseforgreenpeace.com.au to find out more.

Eat

Everyone loves to eat! Organising a fundraising breakfast, lunch, dinner, morning or afternoon tea can be a real fundraising winner.

Easter egg hunt

Hide chocolate eggs around your school, office or garden and set hints and clues for your friends to find them. Ask for a small donation to join in the egg hunt and have a big chocolate prize for the winner.

F

Fete

Organise and run a fete on school grounds or on the weekend set up your own stall at an existing fete or community event selling whatever you like.

Fitness

Take a look at the range of *fitness challenges* we have at fundraiseforgreenpeace.com.au or commit to your own challenge. Get a group together and make a commitment to you health and raise funds at the same time.

Fashion

You could run a fashion show with earth friendly clothing and products. Setting up a fashion stall at an existing weekend market to sell used or vintage items can be a way to fundraise.





Guess the number

Fill a jar with sweets or lollies and charge a small fee to enter. The closest guess winner takes home the jar of lollies. You could also organise to have another prize donated to make the competition that little bit sweeter!

H

Hair colour day

Have a crazy hair day with some wash off coloured hairspray. Ask your work colleagues or school friends to make a small donation for a day of wacky hair fun.

Hijack an existing event

Organise your fundraising activities to take advantage of an event that is already happening, such as your work or sports team meeting, an office celebration or morning tea.



Indoor games

Hold an indoor games fundraiser on a rainy day. Bring your favourite board games into class or work and let the competition begin.



J

Jokes

Organise a jokes day and get in touch with your inner comedian. Organise a small donation for those who would like to tell their joke and a prize for the winner.



K

Karaoke

Hold a karaoke afternoon in your office, school or within a group of friends. Get into teams and battle it out to be the best singer. You could even use a gaming console and have a prize for the winner.

L

Lunch Swap

Ask your work colleagues to each make a delicious lunch and swap them over for a small fee. This is a great way to enjoy some interesting meals from your friends and raise some funds for Greenpeace.



M

Magic show

Ask budding magicians in your school to get together and hold a magic show. Ask your audience to give a gold coin donation to watch and join in the fun.



Morning tea

Scones and jam anyone? Bake up a storm and hold a delicious morning tea at your school, workplace or sporting group.

Mufti day

Tried, tested, and loved by schools everywhere. Ask students to pay a set donation (\$1 or \$2 each) to come to school out of uniform.

N

No talking day

Pledge to stay quiet, it's harder than you think. Get sponsored to spend part of your day in silence, grab some friends and make it a group challenge.

O

Olympics themed fun day

Get excited about the Olympics all over again by holding your own. You could split students into teams and give them names of countries. Let the games begin!

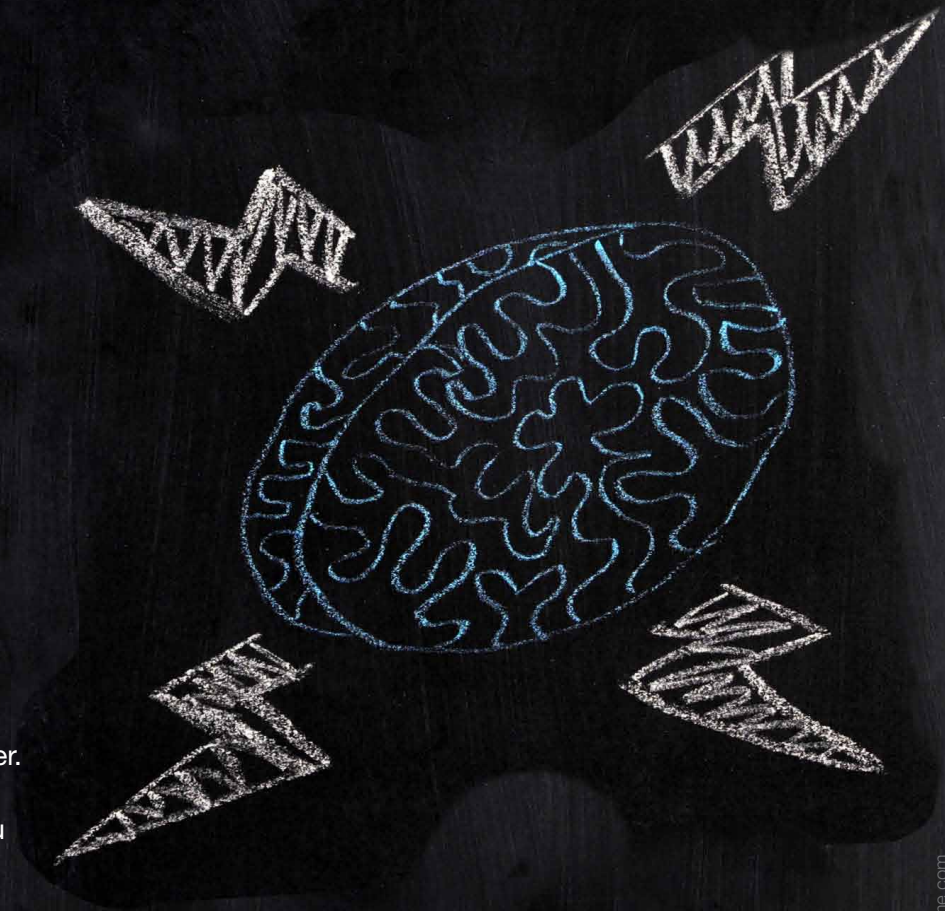
P

Pyjama day

Easy and popular for work or school. Ask everyone to come to work or school in their favourite pyjamas with a donation in hand.

Quiz

Ask your teacher to help you run a classroom quiz with a prize for the winner. You could even run a lunchtime quiz in your office. Theme the quiz however you like and get your thinking cap on.



R

Raffle

Running a raffle at your school, work place, sporting group or local fete is a great way to raise funds and help spread the Greenpeace message. You could source prizes from local businesses and get the community behind your fundraising efforts.



Readathon

Hold your own reading event at school. Get sponsored to read a number of books in a certain space of time.



Recycling

Hold a recycling day in your school, office or local community. Not only will you be helping look after our environment, you can also spread the message about the importance of recycling.



S

Sand sculpture competition

Hold a sand sculpture competition with your friends or local community. Choose a warm sunny day to hold your competition and ask for a small fee to enter. Select a panel of judges to choose their favorite sculpture and even organise a prize for the winner.

Get sponsored

Walk, swim, run, sing, dance, skip, whatever you like. Set yourself a goal and ask your friends and family to sponsor you.

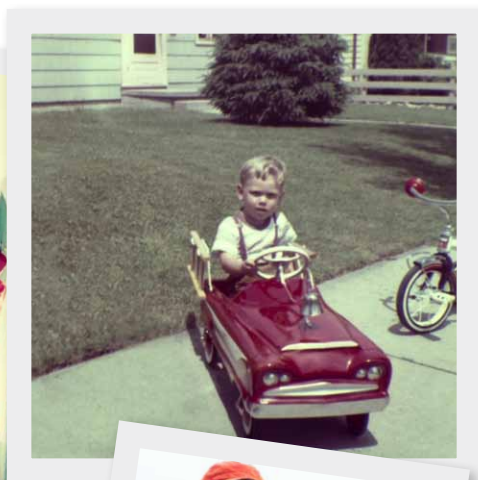
Sports event

Arrange a party to celebrate a sporting event. Run a sweepstake for the Melbourne Cup, Wimbledon, football or rugby and donate a percentage of the takings to Greenpeace.

Sporting glory

Holding workplace sporting matches between departments is always popular, whether it's football, netball, or even dodge ball. Organise for teams to be sponsored to play each other and charge a fee to enter. If your company is small you could also challenge rival companies in your area.





Spot the baby

Who'd have thought that your manager once looked so cute? Collect baby photos from colleagues, pin them on a board and ask people to guess the identities for \$1 a go. The winner gets a quarter of the takings, and everyone else gets a good laugh.



T

Talents

Hold a talent contest to showcase your fellow work colleagues' or classmates' skills. You could make it TV show style by nominating judges to pick the winners.

U

Ugly tie, socks or hat day

Get everyone in your office to wear their ugliest tie, hat or pair of socks into work. Have a prize for the ugliest. Ask everyone to bring a gold coin donation to join in the fun.

V

Variety show

Hold a showcase of talent at your school or local community centre. Variety means anything and everything goes! Ask your audience for a small donation to watch, and see if you can get a prize donated for the winner.

W

Wear green

Encourage everyone to wear something green on a chosen day.

Workplace bake off

Do you know that one person who claims they can make the best chocolate cake or caramel slice? Put your workplace bakers to the challenge. Charge a small donation for each cake, or slice. Get everyone to vote for their favourite and have a prize for the winner.

Wig Wednesday

Wear wigs on a Wednesday and ask students or work colleagues for a small donation.





marks the spot

Put together a treasure hunt, split into pairs or teams and let the detective work begin. See if you are able to get a prize donated for the winning pair or team, and set a suggested donation amount for entering the competition.

Y

Yes day

Say yes to everyone's demands (within reason!) and ask people to sponsor you to do so.

Z

Zzzz

Hold a sponsored sleepover at school. To make this event even bigger you could join up with other local schools and hold one big sleepover.



Thank you!

Everyone at Greenpeace would like to thank you for helping to continue to give our planet a voice. Without our inspiring supporters we would not be able to continue to campaign to protect our planet.

Want to do more?

Remember fundraising is just one way that you can get involved. Take a look at other ways you can help support Greenpeace.

SUPPORT US

Greenpeace is an independent non-profit organisation. Supporting us financially is one of the most effective ways you can create positive change.

[Make a donation](#)

[Workplace giving](#)

[Leave a gift in your Will](#)

[Shop at Greenpeace Giving](#)

TAKE ACTION ONLINE

Take part in our latest cyber actions, be our friend via social media and sign up to our e-newsletter.

[Take action](#)

VOLUNTEER WITH US

Find a volunteer program that suits you – whether it's in our office, in your community or from the comfort of your chair.

[Volunteer](#)

ADVENTURE CHALLENGES

Each year Greenpeace runs a physical environmental challenge. It may be a trek through the Amazon Jungle or a hike up Mount Kilimanjaro. Contact us to find out what the next event is and how you can help raise money while having the experience of a lifetime!

[Adventure challenges](#)

COME TO AN EVENT

Hit the streets for a rally or listen to a public speaker.

[Upcoming events](#)

Good luck

We look forward to hearing from you soon

And remember if you do have any questions please call Supporter Relationships on 1800 815 151 or email support.au@greenpeace.org

The Greenpeace Australia Pacific team