

Fundraising Toolkit 101

*Welcome to
our Village*

Playcentre 

Fundraising in a Nutshell

Set a goal	Set a target for the year ahead on how much you want/need to raise. You may decide to have only one big event for the year or one per term. Let families know what the funds will be used for. Plan in advance and allow enough time to complete your fundraising if you need the funds for a certain project. Liaise with the grants team and discuss who is going for what.
For projects relating to property, equipment or licensing	If the project you are fundraising for relates to a property, equipment or licensing matter please contact the Regional Property Coordinator or your Centre Advisor (CA) to ensure that the necessary steps and regulatory requirements have been undertaken.
Research	Get the final sign off at a Centre meeting for your fundraising plans for the year ahead. Get any known costs approved in advance (e.g. advertising for an event).
Set up a fundraising team	Many hands make light work. Get a few parents together to help out. Delegate tasks/events out. If you are sending a letter out to sponsors or to ask for items for raffles, assume they know nothing about Playcentre or your project. Explain the benefits and outcomes of the project for your Centre and community.
After the fundraising goal has been reached	Send thank you letters out if needed and include photos. Post a thank you on your Facebook page or in meeting minutes to all Centre families and include a photo of what has been bought. Keep a master folder with a running record of all your fundraising for future reference. Complete a short report on what was successful, what needed to change etc. for future families to refer back to.

Fundraising Event Summary

Event:

Date:

Fundraising Goal: \$

Income:

	Banked	Date
_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____

Total Income: \$

Expenses:

		Date
_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____

Total Expenses: \$

Profit: \$

Reflections:

What worked well?

What was not so great?

Would we do this again? Yes / No

What would we do next time to make it more successful?

Fundraising items to sell

Please note this list and the links provided are meant only as an indication and there are many options out there. Ask local, use Google and keep a running record of what worked, didn't work and why so it can help future families. Think about the return on investment and why you are doing the fundraising and don't be afraid to say no.

There are more ideas on www.fundraisingideas.org.nz/products.aspx

Food

- Cadbury Chocolates - www.interworldfundraising.co.nz/
- Juicies - www.houseoffundraising.co.nz/our-products/juicies/
- Whittakers chocolates - www.houseoffundraising.co.nz/our-products/whittakers-fundraising-chocolate/
- Trade aid chocolate - www.tradeaid.org.nz/get-involved/fundraise/
- Pizza, Pies, Lamingtons - Companies vary across the country (Couplands, Naked Baker).
- Health Bars - www.nothingnaughty.kiwi.nz/page/Fundraising/
- Finns Fudge - finnsfudge.co.nz/fundraising-made-easy/
- Winnie Bagoes - www.winniebagoes.co.nz/functions-and-events/

Health and Beauty

- Ecostore soaps - fundraising.ecostore.co.nz/
- Sunblock - www.sunscreen.org.nz/commercial/
- First aid kits - www.fundraisingfirstaid.co.nz

Alcohol

- Wine - www.cleanskinwines.co.nz/fundraising-guide/

Child & Parenting products

- Honey wraps - www.honeywrap.co.nz/pages/fundraising
- Stuck on you - www.stuckonyou.com.au/affiliate/fundraiser
- Kai carriers - kaicarrier.co.nz/pages/fundraising

Plants

- Seeds - www.kingsseeds.co.nz/Customer+Service/Need+some+extra+information/Helping+Communities+Grow/Initiatives+we+offer/Fundraising+Ideas+for+Schools.html
- Bulbs - www.gardenpost.co.nz/products/2726

Stationery

- Scented pens - www.scentcofundraising.com
- Calendars, mousepads, diaries - www.abacus.co.nz

Environmental products

- Stainless steel straws, reusable produce bags, bamboo toothbrushes, paper bin liners, makeup pads, reusable water balloons - rubbishwhisperer.co.nz/pages/fundraising-resources

Final Hints and Tips for Successful Fundraising

- Find out which of your Centre members have their own contacts. Group knowledge is powerful.
- Budget for income, expense and profit.
- Use fundraising to help bind your Centre members together and attract publicity to your Centre, not just to raise funds.
- Keep a record of what worked, what didn't and why to help future families.
- Try not to target your local Playcentre and their families all the time - they already contribute. Most would rather pay a set fee than have endless entertainment books, chocolates and the like to sell.
- Have a core fundraising team to co-ordinate. Divide the events out per term.
- Think outside the square.
- Have FUN RAISING.