

# FUNraising Toolkit

Everything you need to know to champion change and spread your wings in support of farming families.



Drought Angels

Making a difference  
to farming families



[www.droughtangels.org.au](http://www.droughtangels.org.au)

# Our Vision

To ensure our Australian Agricultural Industry is sustainable, preserved and thriving for the benefit of everybody.



# WELCOME

# Spread your Angel Wings...

If you're reading this, it means you care about Australian individuals and families carrying on farming or primary production businesses and want to ensure they are able to endure the challenges they encounter in the face of natural disasters.

Our ability to support our farming families is reliant on the generosity of people just like you.

Every dollar raised counts and will allow us to continue providing much needed assistance to our farming families.

By empowering our farmers with the financial ability to provide for their families, the impact of your contribution so often benefits entire rural communities through the money they spend in their local businesses.

# THANK YOU

# Making a difference...

Without passionate Angel FUNraisers like yourself, Drought Angels wouldn't be able to do the often life-saving work we do.

The money you raise will go towards providing the discreet financial assistance for which Drought Angels has become known.

This ensures our farmers are empowered to provide for their families with dignity.



## ...TO FARMING FAMILIES

# Making a difference...



## Farmer Thank You

Hi Tash & Jenny & the Drought Angels Team,

Many, many thanks for the lovely UChoose gift cards! I have been able to renew my licence, service my vehicle & purchase two new tyres to enable it to pass the rego inspection & purchase some groceries. I am extremely appreciative of this assistance as we were affected by the ongoing drought, 7000 acres burnt in the bushfires & now it is flooding!!! But I'm not complaining – the grass is green & I am so excited at the amazing turn around!!

Again, please thank all the team & I trust somewhere in the future I will be able to repay the gift of giving to someone else in need!!



## Farmer Thank You

Wow what a wonderful surprise we received recently from the Drought Angels Team through your delivery to our area.

The gift card and the packages of goodies were absolutely beautiful and extremely generous.

We have finally received some assistance from Mother Nature and for 2020 we have had 150mm over a number of falls. Not drought breaking by any means but we are truly grateful! Some haven't been so lucky so we hope it soon arrives to everyone.

We cannot thank you enough, your thoughtfulness and generosity is overwhelming...so very very grateful! I hope 2020 is a fantastic year for you Tash & Jenny and to all the Drought Angels - hopefully it will be filled with good health and happiness!



## Farmer Thank You

Dear Tash, Jenny, Angela, Dean, Chris and all other Drought Angels,

I am writing today and sending much love with this note. Today's emotions were all over the place, reflection of what we went through and to new beginnings starting today. It would not of been possible without your support, our new herd arrived today and we will forever be grateful, on behalf of our extended family thank you.

~ Fire affected family, QLD



# ...TO FARMING FAMILIES

# Meet some of our Angel FUNraisers



Whether your fundraiser is **BIG** or **SMALL**, you're all Angels to us!  
Every dollar counts and will make a **HUGE** difference to our farming families!

# The Sunshine Scrunchie Girls



At 9 years of age The Sunshine Scrunchie Girls, Olivia & Sydney donated the sales of pretty scrunchies they handmade with their nanas, who live in country QLD. Usually selling them for pocket money, they chose instead to support Aussie farming families. Awesome work girls - Thank You to you and your nanas!

# Fitzy's Toowoomba Feast for a Farmer



Feast for a Farmer, hosted by the incredible team at Fitzy's Toowoomba, raised over \$114,000 to help our farmers through this record drought. Thank you so much to the Fitzy's team, along with the kind sponsors and attendees!

# Long White Lunch



One of our incredible supporters hosted a Long White Lunch to raise funds to help our drought affected farmers. During the course of the lunch they raised over \$46,000 to help provide the necessities for our farming families... Thank You to all who attended this event!

# Captain Nemo's Farmer Lunch



**Captain Nemo's Pools Spas & Marine raised a total of \$31,125 at a fundraising lunch at loesco Restaurant. A big thank you to everyone who attended, donated and was a part of this amazing gift we can now give back to farmers in need!**

# Master Plumbers Association Qld



Through 2019 MPAQ have been raising funds for Drought Angels at their workplace and any events held throughout the year. A cheque for \$9200 was presented to Drought Angels at their Melbourne Cup Luncheon. Thanks MPAQ, your fundraising efforts are greatly appreciated by our farming families!

# Sand Angels Challenge



The amazing Sand Angels Challenge at the Gold Coast hosted by Groundwater Country Music Festival and We Are Gold Coast. A WORLD RECORD was broken and \$17,000 raised for our farmers! Thank you to all of the Sand Angels!

# How do we fundraise during COVID?

## Ask for donations in lieu of a gift

Celebrating a birthday, anniversary or other special day? Why not ask friends and family to donate to Drought Angels instead of a gift?

## Host a Virtual Luncheon

Host a virtual luncheon. Participants are sent the ingredients and wine pairings. Then frock-up, Zoom-in and cook your gourmet feast together in celebration of those who feed us daily.

## Dress-Up Day

Get your colleagues and classmates involved by donating a gold coin for the chance to dress as a farmer for the day.

## Virtual Trivia Night

Get your friends and colleagues together and host a trivia night via Zoom. Teams make a donation to register and buy clues to boost fundraising.

## Sales Percentage

Are you a business who would like to contribute? Why not consider donating a percentage of your sales for a period or particular item?

# SOME IDEAS FOR YOU...

# We all have a common goal...

...in that we all want your event to be a raging success!

Whether you are organising a free dress day at your school, a raffle at your workplace or a lavish luncheon (perhaps via Zoom), we want your event to be a success.

To assist in making the most of your efforts we have put together some useful tips to help you get started...

(...yes there are also some rules, just to help make sure you meet our fundraising guidelines)



## PLANNING TO SUCCEED

# 1 Choose your event type, style and target audience

Your incredible event is only an idea away... Choosing these key points will assist in determining the best location, theme and marketing strategies ensure your event is a success.

# 2 Many hands make light work

Gather a group of like minded friends and/or colleagues who share your passion for the event. Delegate tasks for each person to oversee for the life of the event.

# 3 Set your fundraising goals and budget to achieve them

Some events have little to no cost, whereas others require considerable investment in venue hire, entertainment and catering costs to name a few. It helps if you can cover 100% of your costs with advanced ticket sales. Ideas such as offering slightly discounted early-bird ticketing will assist in securing the success of your event well before the doors open.

## PLANNING TO SUCCEED

## **4** Set your date and book your venue, key entertainment & special guests

Be mindful of other events being held in your chosen area and ensure your event will not be disadvantaged by competing with similar or major events.

Once you have some possible dates in mind, liaise with your key entertainment, special guests and catering suppliers to find a date that suits everyone.

Always check the terms and conditions of your venue hire to ensure your activities will not be in breach of their contract e.g. the use of naked flames and smoke machines is prohibited in some venues.

## **5** Use event planning apps and programs to leverage your success to a new level

Event planning apps like Asana, 24me and Eventbrite can assist you in planning a successful event. Timelines and budgeting tools will help you stay on track with your event planning.

# PLANNING TO SUCCEED

## 6 Looking for an online platform?

Drought Angels supports the use of the GoFundMe ([www.gofundme.com](http://www.gofundme.com)) and Facebook Fundraiser platforms as an avenue to conduct your fundraising activities. For online ticket sales the Eventbrite ([eventbrite.com.au](http://eventbrite.com.au)) platform sits well alongside Facebook Events. For more information about how to set-up a Facebook Fundraiser, Facebook Event or GoFundMe page please refer to our How-To Guides available for download via the emailed link.

## 7 Plan your marketing to suit your audience

Your target audience will determine the most effective marketing strategies to promote your event. Always look for ways to market that are free and accessible to your audience, but don't discount the effectiveness of a well spent advertising dollar.

Contact local media outlets e.g. newspapers, newsletters & radio stations to help spread the word. Tips on how to utilise our existing Drought Angels social media platforms to promote your event is outlined later in this toolkit under 'Marketing Matters'.

# PLANNING TO SUCCEED

# 8

## Carry your Letter of Authority with you at all times

Your Letter of Authority issued by Drought Angels Ltd provides verification that your activities have been acknowledged and approved, having been assessed to ensure they are aligned with our core values.

By undertaking a fundraising activity you are agreeing to the terms and conditions outlined both in our online application and the Letter of Authority itself.

# 9

## Ensure you have the relevant insurances and licences

As the fundraising host you are responsible for any insurances that may be required in the running of your chosen event.

If you are planning to host a licenced event it is your responsibility to ensure you have the relevant liquor licence and have notified the relevant authorities.

Each State has its own licencing classifications and your local council may also have further requirements.

Please ensure you have checked with these authorities and sought all applicable licences when planning your event.

# PLANNING TO SUCCEED

# 10 Keep your key stakeholders involved and informed

It's important to keep your audience informed of your event planning to keep them engaged and build anticipation around your event. Also ensure your guest speakers, entertainers and caterers are kept informed of all key dates, venue restrictions etc. to allow them to plan ahead.

For larger events provide maps for stakeholders and attendees to ensure they have the relevant information regarding parking and location of key facilities during your event.



## PLANNING TO SUCCEED

# Social Media – your most powerful tool...

Drought Angels utilises Facebook, Instagram, Twitter and LinkedIn to engage, inform and raise awareness of the devastating hardships faced by our Australian primary producers, and the hope, understanding and assistance we offer to farming families.

When promoting your fundraising activities on **Twitter, Facebook & Instagram**, always remember to use the hashtag **#droughtangels** to allow our audience to find details of your event.

We recommend creating a **Facebook Event** for your fundraising activity - even if it's not a typical event. For example if you are conducting a raffle, a **Facebook Event** would enable you to outline details such as where tickets can be purchased and the date it will be drawn. You would also be able to upload images of the prizes on offer.

When creating a **Facebook Event**, we ask that you send our Drought Angels Facebook Page a **co-host** request. This will ensure your event is included on our Facebook event calendar, making it visible to our tens of thousands of followers.

## MARKETING MATTERS

For step by step instructions on how to setup a Facebook Fundraiser, Facebook Event or Go Fund Me Page please download our How-To guides via the emailed link.

Making sure your event is visible to our social media audience will assist in ensuring your fundraising activity is a success by providing an opportunity for awareness and engagement throughout many regions of Australia. By interacting with your event regularly you will build anticipation and provide followers with a sense of involvement in the lead up to and throughout your fundraising activities.

We are very appreciative of the many (sometimes 100's) of registered fundraising activities being held on our behalf at any given time and acknowledge the efforts of all of our wonderful Angel FUNraisers!

From the bottom of our hearts - **Thank You!**

**MARKETING  
MATTERS**

# We go LOCO for our LOGO!



## USING OUR LOGO & NAME

**Our Drought Angels logo** is fun and approachable just like our staff and volunteers - with lots of love and laughter thrown in...

Our logo represents our brand and is legally trademarked to protect it from misuse. To ensure your use of the logo is aligned with our branding guidelines please ensure you adhere to the following guidelines.

You have been provided with our full logo suite which offers our logos in EPS, JPG and PNG formats. Please follow the below guidelines when choosing which logo to use for your advertising purposes:

EMAIL FOOTERS: The use of the Drought Angels logo in your email footer is permitted during the course of your fundraising activities provided it is strictly aligned with the opening and closing dates contained within your Letter of Authority. The logo must also be accompanied by the words 'proudly supporting' (or similar).

Example below:



## USING OUR LOGO & NAME

To maintain readability please ensure a logo **without a tagline** is used in applications where the width is less than 5cm.



## PRIMARY LOGO

**PNG** format has a transparent background for use on light or white backgrounds.

**Single wings** to be used where space won't allow the full logo or to provide focus.

**JPEG** format has a built-in white background.

**EPS** format source file for professional use only.



## WHITE LOGO

**PNG** format only with a transparent background for use on dark backgrounds.

**Single wings** to be used where space won't allow the full logo or to provide focus.

**EPS** format source file for professional use only.

# USING OUR LOGO & NAME



## BLUE LOGO

**PNG** format has a transparent background for use on light or white backgrounds.

**Single wings** to be used where space won't allow the full logo or to provide focus.

**JPEG** format has a built-in white background.

**EPS** format source file for professional use only.



## PINK LOGO

**JPEG** available only with a built-in white background.

# USING OUR LOGO & NAME

# What's in a name?

Names are important - like you we go to great lengths to protect ours.

Our Drought Angels name must not be used as part of your event's name as this could incorrectly lead the public to believe it is an official Drought Angels event. Please ensure your advertising materials include words such as **Proudly supporting Drought Angels** or **Proceeds from this event go to Drought Angels**. To reassure people the funds will be going to Drought Angels, be sure to clearly state the amount or % of funds that will be donated in all communications.

Under no circumstances will we permit the sale, manufacture or licencing of any goods bearing the Drought Angels name or logo without express permission. Such permission will be limited to our Angel Sponsors, Angel Donors.

Please be advised you are not permitted to speak on behalf of Drought Angels, should a media outlet contact you please direct them to Drought Angels for comment.

## USING OUR LOGO & NAME

# We love attending your events!

A person wearing a blue jacket and a helmet is riding a motorcycle away from the camera on a dirt road. The road is filled with a large herd of cattle, and the scene is bathed in the warm, golden light of a sunset or sunrise, creating a hazy, dusty atmosphere.

Standing alongside our Angel FUNraisers is one of our greatest pleasures here at Drought Angels! Whilst we would love to be there for all of your events, our core business must remain the provision of much needed assistance for our farming families. If you have requested a Drought Angels representative for your event, we will be in touch as soon as possible to confirm availability.

We consider each request individually and appreciate your understanding on occasions when attendance is not possible.

## DROUGHT ANGELS ATTENDANCE

# At the end of a long day...

**Finalising your event is easy...**

Simply work through the steps outlined on the following pages and you'll have it sorted!

## AFTER YOUR EVENT

# Finance and Receipting

Hosts are responsible for the financial aspects of all fundraising activities they undertake.

We have provided you with a **Fundraising Cashbook** to assist with this requirement. This cashbook must be returned and all raised funds are to be deposited into the Drought Angels bank accounts within **30 days** of the event or the closing date of the **Letter of Authority** (whichever is later).

Please consider the following fundraising financial obligations.

- For some fundraising activities we will provide a **Receipt Book**. If a **Receipt Book** has been provided for your event, you must issue a tax deductible receipt (when requested) for all cash gift donations of \$2 or above. The following outlines examples of when a tax deductible receipt is **NOT** applicable:
  - ◇ Purchase of tickets to attend a fundraising event.
  - ◇ Purchase of goods such as pens, chocolates etc.
  - ◇ Donations of gifts in kind.
  - ◇ Purchases made at an auction (there may be tax deductible qualifications, the purchaser may pursue these through their personal taxation).

## AFTER YOUR EVENT

- The **Receipt Book** must be returned to Drought Angels together with your **Fundraising Cashbook**.
- Following the return of your Fundraising Cashbook (and if applicable, your Receipt Book) and deposit of raised funds into the Drought Angels account we will issue you a receipt for the total of your fundraising.
- Your Fundraising Cashbook should be emailed to [accounts@droughtangels.org.au](mailto:accounts@droughtangels.org.au).
- If during your approved fundraising period, multiple deposits are made to the Drought Angels bank account, a completed **Fundraising Cashbook** must be submitted each time a deposit is made.
- You are not authorised to deposit any funds raised into your personal bank account. To comply with regulations regarding financial management of funds raised, we recommend you either:
  - ◊ Deposit all monies on a weekly/monthly basis or as a lump sum directly into the Drought Angel's bank account.
  - ◊ Hand deliver all monies directly to Drought Angels Headquarters located in Chinchilla, Qld.

# AFTER YOUR EVENT

# Depositing Funds...

Funds raised can be deposited to the Drought Angels Ltd bank account via one of the following methods:

- 1) Posting a Cheque accompanying your Fundraising Cashbook and your Receipt Book (if applicable) to Drought Angels Ltd, PO Box 451, Chinchilla Qld 4413,
- 2) Processing your Donation at [www.droughtangels.org.au](http://www.droughtangels.org.au) via the Fundraiser Donations page found under the Donate tab (please ensure you use your reference number [found on your Letter of Authority] when processing your payment),
- 3) Direct Deposit using the below details.

BANK:	Commonwealth Bank of Australia
NAME:	Drought Angels Ltd
BSB:	064 409
ACC:	10184522
REFERENCE:	[Refer to your Letter of Authority]

Once your raised funds have been deposited please email [accounts@droughtangels.org.au](mailto:accounts@droughtangels.org.au)\* to confirm your deposit along with your completed **Fundraising Cashbook**.

\*Please note: Failure to provide this information may result in legal action.

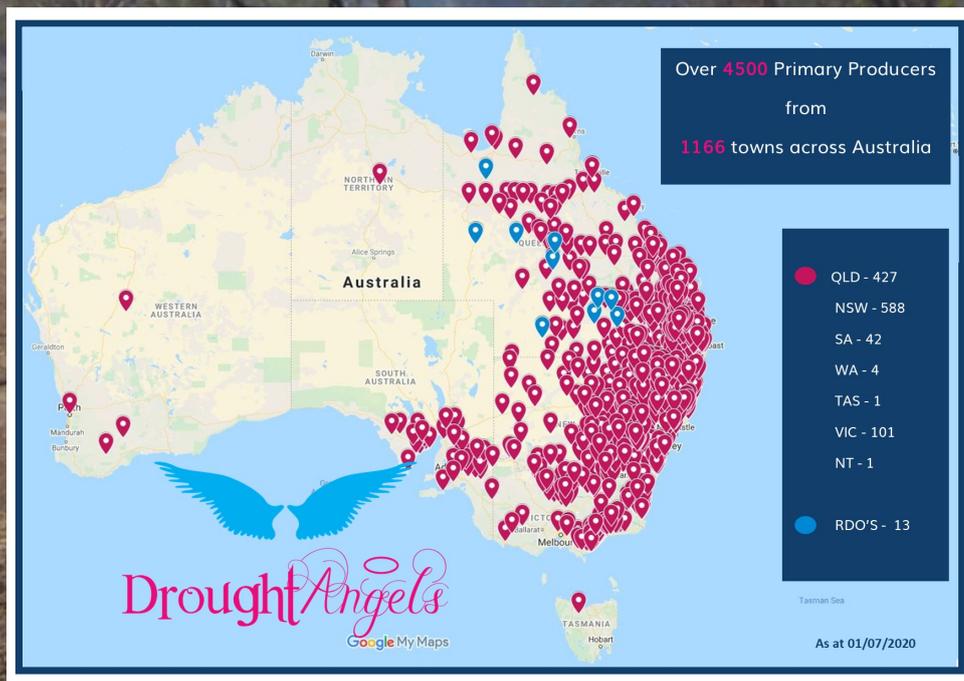
## AFTER YOUR EVENT

# The Drought Angels Impact...

THANK YOU for allowing us to deliver your generous donations and unwavering messages of support to our farming families.

The below map indicates the incredible reach of your support across our great country of primary producers who continue to endure the devastating effects of drought, flood or fire.

Because of you, they will never be forgotten.



Tash, Jenny, Steele & the Drought Angels Team!

## Our Mission

To provide direct and timely financial assistance, essential resources and meaningful relief for Primary Producers across Australia

impacted by drought and natural disasters.

Our commitment is to provide heartfelt, discrete and personalized support to farmers and rural communities.