

Tour de Cure Fundraising **Getting Started**



**RIDING TO
CURE
CANCER**

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Getting started with your Fundraising

Getting Started

Welcome to the Tour de Cure family and thank you so much for your passion and commitment to help us find a cure for cancer. We're mums, dads and grandparents. We're office workers, tradies, business owners and retirees. We're ordinary people who care passionately about curing cancer - and together we are a formidable force!

Fundraisers are the life blood of Tour de Cure and with our support, you will not only raise an incredible amount of money for cancer research, but also be completely ready to take part in the most meaningful journey of your life.

The key is getting started if you haven't already. Kickstart your fundraising with your own donation. On average, Riders AND Support Crew who make their own donation raise more than those who don't. They also receive larger donations from their friends and family. This is why we ask you to pay your personal donation in to your fundraising total. Your donation demonstrates your commitment.

In this guide we'll get you started and help you identify what sort of fundraiser you are. By playing to your strengths you'll have maximum fundraising impact. We'll also guide you through the process of putting together a fundraising plan and provide tips and tricks gathered together over the years from some of our most experienced fundraisers.

Thank you again for joining us on this exciting journey.

Thank You

for helping to find a cure for cancer.



Where the Money Goes



In science, ambition costs money. Supporting groundbreaking research and pioneering the very latest in cancer care, treatment, technologies and prevention requires significant investment. Since 2007 we have funded quality research, support and prevention projects that have clear benefit to cancer patients and their families. The cancer research projects we fund are:

- Backed by our rigorous and robust selection process
- Conducted by Australia's best researchers
- Carried out in Australia's leading cancer research institutes
- Have potential to cure cancer

Our strategy is patient-centric and designed to put people living with cancer first. We select projects that bring together academics and clinicians, speeding up the 'bench to bedside' process. We fund projects that will give cancer patients access to the latest treatments, as well as opportunities to improve care for future generations. And we back projects that will identify new ways to detect, treat and prevent cancer. We fund three broad types of programs:



Research

Traditional research projects, which include Senior Research Grants, Young Researcher Grants, Pioneering Cancer Research Grants and the Collaborative Grants. These four grants account for approximately 70% of our annual funding.



Support

Support projects to help those affected by cancer and their families and carers, account for approximately 15% of funding.



Prevention

Awareness projects that address the fact that 1 in 3 cancers are preventable account and we can all reduce the risk of getting cancer by making simple lifestyle choices account for 15% of funding.

Like you, we want the funds we receive to work as hard as possible and we're committed to ensuring that every dollar has maximum impact. **Our mission is to cure cancer.**



What type of Fundraiser are you?



Work out what sort of fundraiser you are and play to your strengths

There are many things you can do to kickstart your fundraising and have fun at the same time. Remember, fundraising should be FUN for you - not something you dread. For some people, it is even becomes the highlight of the whole Tour experience! The secret is to work out what type of fundraiser you are and turn the things that you love doing into fundraising opportunities.

Some people love to throw a big party. Some people run for fun. Others are a tech person, or work 12 hours days in the corporate world, or have a great network of mums from the school canteen or netball courts. Everyone is different with a unique set of strengths. Over the next few pages, we have profiled a few different personality types with fundraising ideas that play to these strengths. Of course, you can always mix and match or cherry pick the ideas that appeal to you. The secret is to enjoy yourself and start early. Don't put your fundraising off hoping that a quick whip around closer to the date will help you reach your target. Our experience has shown that it rarely (if ever) does - even for the most connected of fundraisers.

Remember also WHY you are fundraising. The money you raise will go on to change lives funding ground breaking cancer research, support and prevention projects around Australia. Cancer touches everyone at some point with latest figures showing than 1 in 2 people will be diagnosed with cancer by the age of 85 - so finding a cure for this terrible disease is something deeply personal for us all. Remember this when you go out to ask for support from your family, friends and colleagues.

Next steps

Ready to get started? Follow these simple steps to get going on your fundraising adventure:

1. Select your fundraising personality type
4. Get a fundraising team together to help you - it's always easier as part of a group
2. Brainstorm fundraising ideas and events
3. Use the fundraising planner to lock in some dates and accurately estimate how much you will raise
5. Start booking your events! No time like today to get started.



**RIDING TO
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Type A - Online & Social Media Savvy



Are you TYPE A: The Computer Savvy Fundraiser? Use an Online Strategy.

TAKE your supporters on the journey with you

SHARE your passion to make a difference

TELL them why you are taking part in this Tour de Cure event.

SHOW them how they can get involved (donating / volunteering / coming on Tour)

We have a number of tools available to you to help you reach out to your network, allow your supporters to donate to you online, and help you manage your donations, including a personal Profile Page, Facebook assets and Tour de Cure email signature graphic.

Also think about:

- On Facebook, give thanks and get donors at the same time.
- Share posts from TDC Facebook page and retweet TDC Twitter messages. Don't forget to include @tourdecure_au in your tweets when talking about your involvement.
- Use personal video messages to ask for support in your fundraising. Keep a video diary of your Tour de Cure experience or thank people who sponsor you by video - a great way to keep them on the journey with you!
- Inspire your friends with cancer facts. Include statistics and cancer related news in your status update and emails as well as information on where the money is going (the TDC Facebook page can help with this)
- Blog your way to fundraising success! You can.

Don't forget to keep on asking. Sometimes it may take two or even three 'asks' before a donor will give - so persevere. Remember to always include your personal donation link in every communication so friends, family and colleagues are always only one click away from being generous.

Resources that might help the Type A Fundraiser

Log in to your personal profile to download the following documents from the Resource section that might help you:

- Community Partnership Offer document
- Proudly Supporting TDC Logo
- TDC at a glance document
- How to host fact sheets
- Various Facebook assets to help with your fundraising

Next step: Plan your attack using the **Fundraising Planner** documents on page 12



Type B - Social Butterfly



Are you a TYPE B: The Social Butterfly fundraiser? Why not organise a Fundraising Event!

WINE TASTING
KARAOKE **THEMED PARTY**
COMEDY NIGHT

BE creative
GET a team of helpers together
START your party planning!

GUEST CHEF
POKER NIGHT **TRIVIA**
BUSH DANCE

We are constantly surprised and inspired by the creativity that people bring to their fundraising events for Tour de Cure. The options for what type of event to run are limitless, but here are just a few.

- Dinner with friends: Ask your local restaurant to donate a portion of one evening's proceeds to your fundraising total.
- Raffle it off: Use your connections and fabulous social skills to acquire some great prizes donated for a raffle.
- Karaoke Night: Contact your favourite spot and get a portion of the proceeds to go toward your goal.
- Organise a car wash, fashion show or bingo night
- Present, Inform and Ask. Get together friends, family and colleagues for a mini event where you can present information on what you're doing, inform them about who it's for and then ask them for their support. It could be as simple as organising a coffee and dessert night, BBQ or round of golf.
- Ask your local gym or sporting club to support you via a promotional exercise day

Once you've decided what you would like to do, we want to help you let people know about your involvement with Tour de Cure and how they can support you. We have a variety of materials in the Resource section of your profile which you can use to promote your events. You can also create an Event page which is hosted on the Tour de Cure website.

Resources that might help the Type B Fundraiser

Log in to your personal profile to download the following documents from the Resource section that might help you:

- Public Liability Insurance document
- Tamburlaine and Rymill wine offers
- Tour de Cure posters, DIY Flag Bunting and Donation Tin labels
- Trybookings Ticketing Fee Reduction fact sheet
- TDC at a glance
- Fact sheets on How to Host a Bunnings BBQ, a High Tea or a Head Shave/Leg Wax fundraising event
- The Historical Fundraising Case Study document (see what's worked in the past)

Next step: Get your party started using the **Fundraising Planner** documents on page 12

Type C - Business Networker



Are you TYPE C? A Corporate Fundraiser with large Community Networks?

For those who have a good network of corporate or community business contacts, you may find that requesting their support directly can be an effective way of bringing in big donations. Do you know local businesses who would like to come on board and support your endeavours with Tour de Cure? Our Community Partnerships program helps you - the fundraiser, connect with local businesses and community enterprises.

TDC Community Partnership Offers

To help you further engage with potential corporate or community networks who may be able to support you with a larger donation, we have a range of pre-set Tour de Cure Community Partnership Offers which allow you to ask for preset amounts from \$2,500 to \$20K. Community Partnerships offer benefits such as framed prints, website advertising and other goodies. Tour de Cure will follow up all these package offers on your behalf - so a great and easy way to fundraise. For details on Community Partnerships please log in and check the Resource section of your personal profile page or contact David Collins, our Corporate Relationship Manager, at david@tourdecure.com.au.

Workplace Fundraising

There are also a number of things you can do in your workplace to raise funds, with large corporations in particular offering great potential for raising awareness and funds. These include:

- Tailored email signature sharing your involvement with Tour de Cure with a hyperlink to your fundraising page
- Mufti Days with gold coin donation
- Office morning tea / lunch fundraiser or Wine Tasting event after work
- Inform colleagues of what you're doing – promote the cause in communal areas using TDC poster and information
- Silent auction / raffle

Corporate Matched Funding

Many organisations have programs to match the money you raise dollar for dollar. Talk to your HR or CSR department. Even if they don't have a matched funding program they may consider making a donation to support your efforts for a charitable cause. Provide them with information about Tour de Cure, where the money goes and photos that can be shared internally.

Resources that might help the Type C Fundraiser

Log in to your personal profile to download the following documents from the Resource section that might help you:

- Public Liability Insurance document and TDC DGR Status document
- Community Partnership Offer document
- Proudly Supporting TDC logo, posters and DIY flag bunting
- TDC at a Glance document
- Tamburlaine and Rymill wine offers

Next step: Plan your campaign using the **Fundraising Planner** documents on page 12



Type D - The Sporty Type



TYPE D: The Sporty Type with energy to spare!

If social events and ‘networking’ aren’t your thing, play to your strengths. Love to ride, run, swim or even jump out of a plane? Leverage your ‘crazy’ to help raise funds. Contact your local shopping centre and ask to hold regular Stationary Bike challenges. Get yourself a stationary bike trainer (they range in price from cheap and cheerful to high end), park your bike outside a shop with high foot traffic and start pedalling! Having an assistant with you to explain what you are doing and to take donations is a huge help. Also posters, banners and a TV in the background showing video content can be a big help in getting those dollars rolling in.

Sport-based Fundraising

Other sporty fundraisers you could consider include:

- Fun runs or ocean swims
- Walk-a-thons and 12 or 24hr endurance cycling event
- Gym cycle challenge
- Spin Bike in the foyer at work
- Community cycle events such as a Kids Community Ride or ‘Zombie’ Run
- Be sponsored to do something unusual (such as a skydive in a dress)
- Do something crazy like a head shave or leg wax event

Resources that might help the Type D Fundraiser

Log in to your personal profile to download the following documents from the Resource section that might help you:

- TDC DIY Bunting
- TDC Donation Tin Label
- Stationery Bike Challenge fact sheet
- Public Liability Insurance document
- Facebook assets to help with your fundraising
- How to host a Head Shave / Leg Wax fundraising event

Next step: Start leveraging your crazy using the **Fundraising Planner** documents on page 12

Type E - The Foodie



Are you TYPE E: Someone who loves good food and wine?

Do you have a passion for good food and wine? Love nothing better than getting friends together to sample some of the finest fare on offer? Why not harness this passion to help raise valuable funds to find a cure for cancer. There are so many ways you can turn good food into great fundraising. From the humble cake stall, Bunnings BBQ or a meal cooked in your home right up to 5-star restaurant meals with celebrity chefs - you are only limited by your imagination (and ability to source good ingredients).

A great fundraising idea is to host a Curry Night where the meal is cooked from scratch. Make it an 'intimate' event, charge \$50 per head and hold it in your home. Another idea is to partner with a local restaurant. Get them to give you a per head deal, add a profit margin per person and sell tickets online using a platform such as Trybookings. You can also presell wine for the evening (using the Tamburlaine or Rymill wine offer) and combine the evening with a raffle or silent auction. If you know a good speaker, a comedian or a musician get them to come along to provide additional entertainment. Don't forget the Bunnings BBQ which can be a good fundraising event. If the BBQs are all booked out, try to get a cake stall as they can also be very successful.

Also think about:

- wine tasting evenings
- BBQ / cake stall / drinks event at work
- cooking class
- 'soup for a week' in the office
- pancake breakfast
- degustation dining event
- coffee 'fast then feast' (get a group to give up coffee for the week, donate the amount you would have spent, then hold a celebration tasting session with specialty cakes)

Resources that might help the Type E Fundraiser

Log in to your personal profile to download the following documents from the Resource section that might help you:

- How to Host a Bunnings BBQ fact sheet
- TDC fundraising posters, donation tin labels and DIY flag bunting
- Public Liability Insurance document
- How to Host a High Tea fact sheet
- Tamburlaine and Rymill wine offer

Next step: Prep your campaign using the **Fundraising Planner** documents on page 12

Fundraisers: Effort & Expected Return

Fundraising Planner

Reaching your fundraising target will require careful planning. We have a number of tools in the Resource section of your profile page which you can use to help you achieve - and even exceed - your goal. Using a spreadsheet such as the **Fundraising Planning** documents over the next few pages are a great way to methodically plan your fundraising journey.

Start by working out what sort of fundraiser you are then brainstorm ideas using the guide on the next page. This quick planner allows you to consider the work involved vs. expected return as well as considering the pros and cons of your event.

The one page time line planner on the next page will help you to allocate your events and fundraising ideas in the lead up to Tour. This page also gives you an idea of what other dollar amounts fundraisers have been able to achieve from similar events.

The final page looks at a more in depth planner which you can share with your team captain as well as family and friends who will be helping you to organise your events.

The way you plan your fundraising journey will differ for each person. The most important thing to remember are:

- **Start early** - try to reach the \$3K mark by Christmas
- **Be well planned** - don't leave it 'to chance' or rely on a last minute whip around
- **Have Fun** - use the things you love doing to help you reach your fundraising goal
- **Get Help** - Don't try to do it on your own. Get your friends, family and local community involved.



The Fundraising Planner

Type	Effort Required	Costs involved	\$ you expect to Raise	Pros/cons
<i>Example:</i> Bunnings BBQ	Medium	Medium - need to purchase sausages, bread, sauce, drinks etc. in advance. See fact sheet for details.	\$500 - \$1000 depending on store location and day of the week	Easy market to sell to. Requires good planning and network of helpers.
Your ideas...				
Fundraising Total			\$	

YOUR TOUR FUNDRAISING PLAN

What sort of fundraiser are you? What do you enjoy doing? _____

Fundraising for this event can be a lot of fun if you plan events based on activities you enjoy. Remember to get your family and friends involved in planning and running fundraising events so you have time to continue your training!

YOUR FUNDRAISING TOTAL

50%

10 Weeks Prior to Tour

- Celebrity Golf day (\$2K-\$5K)
- Yacht club function/Trivia Night (\$2K-\$8K)
- Mega Car Raffle (\$10K-\$15K)
- Dinner dance or High Tea party (\$1K-\$3K)
- Long Weekend BBQ (\$1K-\$2K)
- RSL or local sporting club grant (\$500-\$2K)
- Live Band or Comedy Night (\$1K-\$3K)
- Community Sponsored Bike/Walk (\$1K-\$3K)
- Tax deductible 'Community Partnership' offer for local business (\$2,500-\$20K)

50% of your Fundraising Target

My Plan to reach target:

75%

6 Weeks Prior to Tour

- Rymill wine tasting & raffle (\$300-\$500)
- Restaurant meal with guest speaker/comedian/jazz combo (\$300-\$800)
- On sell donated Comedy clubs/cinemas/theatre venue tickets (\$700-\$2,000)
- Sponsorship to give something up for a month eg. coffee/alcohol (\$200-\$500)
- Bunnings BBQ (\$700-\$2,000)
- Cake Stall (\$200-\$1,500)
- Ten Pin/Barefoot Bowling with raffle & live band (\$300-\$600)

75% of your Fundraising Target

My Plan to reach target:

100%

Start of Tour or Event

- Reach out on social media (\$100-\$500)
- Shave head/wax legs (\$200-\$300)
- Hold a BBQ/cake stall at work (\$200)
- Static bike challenge (\$300-\$500)
- Gold coin work mufti (\$200)
- Weekend BBQ with family/friends (\$300)
- Garage or Book Sale (\$150)
- Donation Tin at local cafe (\$100-\$200)
- Lunchtime Walking Club (\$100)

Target Reached

My Plan to reach target:



The Excel Fundraising Planner

More Advanced levels of Fundraising Planning

Fundraisers find it useful to break their fundraising plan down into an even more detailed line by line plan, such as the one pictured below, which was created in Excel and is available as a template from the Resource section when you log in to your profile page. This can be a very useful tool as it helps you to keep a track of dates and expected revenues and make alternative plans if you haven't achieved your desired outcomes by the set date. A plan like this can also be shared with your team captain early on who can help you to set realistic 'expected revenue' amounts and then shared with your network of family and friends who will be helping you with your fundraising - so they can get dates into their diaries.

Fundraising Plan Tour de Cure 2018						
Fundraiser Name		Sample			Expected	Actual
Input in these cells only				Totals	14,000	0
				Achieved		0%
Week	Date	Activity	Details	Comms Medium	Expected	Actual
1	17-Sep-17	Static Trainer ride	Shopping centre ride	Facebook, Instagram	500	
2	24-Sep-17					
3	01-Oct-17					
4	08-Oct-17					
5	15-Oct-17	Static Trainer ride	Shopping centre ride	Facebook, Instagram	500	
6	22-Oct-17					
7	29-Oct-17	Direct Donation	Announcement message	Email, FB, Instagram	2,000	
8	05-Nov-17					
9	12-Nov-17	Static Trainer ride	Shopping centre ride	Facebook, Instagram	500	
10	19-Nov-17					
11	26-Nov-17					
12	03-Dec-17	Direct Donation	Update message	Email, FB, Instagram	750	
13	10-Dec-17	Static Trainer ride	Shopping centre ride	Facebook, Instagram	1,000	
14	17-Dec-17					
15	24-Dec-17					
16	31-Dec-17	Direct Donation	Update message	Email, FB, Instagram	500	
17	07-Jan-18	Static Trainer ride	Shopping centre ride	Facebook, Instagram	500	
18	14-Jan-18					
19	21-Jan-18					
20	28-Jan-18	Direct Donation	Update message	Email, FB, Instagram	300	
21	04-Feb-18	Static Trainer ride	Shopping centre ride	Facebook, Instagram	500	
22	11-Feb-18					
23	18-Feb-18					
24	25-Feb-18	Direct Donation	Update message	Email, FB, Instagram	300	
25	04-Mar-18	Static Trainer ride	Shopping centre ride	Facebook, Instagram	600	
26	11-Mar-18					
27	18-Mar-18	Barefoot Bowls	Event at local club - food, bowls, silent auctions	Local fliers, email, FB, Instagram	3,000	
28	25-Mar-18	Direct Donation	Update message	Email, FB, Instagram	300	
29	01-Apr-18	Static Trainer ride	Shopping centre ride	Facebook, Instagram	750	
30	08-Apr-18					
31	15-Apr-18	Direct Donation	Update message	Email, FB, Instagram	1,000	
32	22-Apr-18					
33	29-Apr-18	Direct Donation	Daily updates to database	Email, FB, Instagram	500	
34	06-May-18	Direct Donation	Daily updates to database	Email, FB, Instagram	500	

Document name: Sample Excel Fundraising Planner





How to run a Successful Event

Fundraising events are a popular form of fundraising. While they can be great money makers, they can also be time consuming and expensive. The success of an event depends on careful planning. To help you ensure that your fundraising event is a winner, consider the following steps:

Purpose: Before doing anything else, you must decide what the purpose of your event is. Is this truly a fundraising event or is it to raise awareness or reach out to a new network.

Fundraising Goal: Decide on your fundraising dollar goal. Everything in the plan should be geared to raising this specific amount of money.

Budget: List all the expenses that will be required to hold the event, including staff, invitations, venue hire, catering, entertainment, transportation, utilities, marketing etc. 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. Use your contacts and always negotiate on price or try and get goods/services donated where possible to keep costs down.

Target Audience: Who is the target audience (who will you invite) for your event? Is this a general fundraiser where everyone will be invited? Or is this event geared towards a specific group like business people, parents, community?

Set Up: You should plan the event set-up well in advance. The set-up includes all of the particulars of the actual event that you need to consider, including: ie. event helpers, venue, food, entertainment, raffle/auction prizes, dress, itinerary, etc. If holding a raffle or auction, give plenty of time to contact suppliers in your community for prize donations. Source a wide variety of prizes to suit your audience. Even consider sponsorship from a local business to help with the costs.

Marketing: Your event needs to be actively marketed to your target audience. You need to convince your supporters that your event and the cause is worthy of their time and money. Promote via email, social media, within the Tour de Cure network via our Events page, school newsletter, community noticeboards, word of mouth, Try Booking (if ticket sales are required)

Ticket Sales / Donation Process: Ensure you have a process in place for making ticket sales, or accepting donations for the event. A system like Try Booking is simple to use and ticket sales and collection of funds can all happen on-line. If you are collecting donations at your event, ensure you have a collection method ready (ie. donation tins or iPad/laptop to take on-line donations) and process for capturing details of those who require tax-deductible receipts.

On the Day While you probably won't need a full run-through of your event, it is essential that everyone who is working at the event know, ahead of time, what their responsibilities are, where they should be during the event, and how the event is going to "flow." Set up your event in plenty of time so you are relaxed and ready to go at start time.

Thank You: Post event make sure you thank your volunteers, attendees, contributors, vendors etc. Keep your donors happy... you're probably going to be asking them for another donation sometime down the road.

The options for what type of event to run are limitless, but here are just a few. Take a look at our 'Historical Fundraising Case Studies' doc in the Resource section for more ideas and use the Fundraising Planner document to capture your potential costs and plan dates.



Say Thanks!

One of the most important things that you can do on the fundraising journey is to properly thank you supporters. By acknowledging their generosity, and letting them know the impact their donation will have, you are ensuring that your friends, family and colleagues will feel good about giving and be more willing to support you again in the future. Below are some ideas on how you can effectively thank you support base. Why not roll out a few of these ideas and see how they increase your fundraising totals?

- **Send a Handwritten Note:** This is one of the nicest things you can receive in our digital age. A nice note treats each donation as the beginning of a beautiful friendship
- **Offer a Next Step:** The hours, days and weeks after a donation are the time when your donor will be most excited about your cause, and most likely to remember you. Offer them a next step before their passion cools such as “check out the Tour de Cure website and watch X video to see what you’re making possible.”
- **Don’t Ask for More Money... Yet:** If you thank them with enthusiasm now, you should be setting up the situation to ask them again in a month or two!
- **Don’t be Boring – Make Them Feel Something;** When you write your thank-you letters, get excited and get personal. The more honest your thank-you letters and the more you share with people the reason you are fundraising to find a cure for cancer, the more likely it is that your passion will come through in your writing. Your goal is to make your donors feel something. Make them care. The biggest thank-you note killer is being boring.
- **Send a Thank-You FAST;** Send your thank-you within two days. Speed is important because the longer you wait, the more likely your donor will forget they donated, and the less sincere your thank-you seems.
- **Thank those who supported you;** Thank the people who supported your fundraising, whether they gave up their time, skills or simply asked how you were getting on. Not everyone can give a monetary donation, however, they may have donated enthusiasm and encouragement which is also greatly received and part of your fundraising journey.
- **Follow Up Later – and Show Up with Results;** make sure you keep your donors on the journey with you. Tell them how hard you are training, share video content about where the money is going and share your story with them on Tour. These are the ways that you develop supporters who care about what you are doing and want to be a part of your future fundraising efforts.



Fundraising Online



Creating a fundraising page at tourdecure.com.au is an amazing way to share what you are doing and why.

Every dollar raised goes to helping find a cure for cancer

This is our official Tour de Cure supporters' website so every dollar donated through your page will go directly to Tour de Cure and cancer projects. You avoid handling funds and your family and friends receive an immediate tax deductible receipt.

Raise your goal

Everyone will be able to see the fundraising goal you set and when friends and family donate they will see their contribution helping you reach your goal to help find a cure for cancer. At any time you can increase your goal to keep inspiring people to give.

Asking for donations is easy

Once your page is set up you'll have an easy to use dashboard that makes emailing friends your fundraising page and linking it to your favourite social media sites a breeze.

Giving thanks makes everyone feel good

Your dashboard will also help you manage your thank you emails, keep track of who has given and who is yet to donate.

You're making a difference

You're sharing in our mission, to help find a cure for cancer. 1 in 2 Australians will be affected by this disease at some time in their life so the more you raise, the more impact we can have and hopefully find a cure once and for all.

Register at tourdecure.com.au

It only takes a few minutes to register on our website to fundraise.



Social Networking



Video:

- Video is a very powerful tool for social media fundraising. Facebook has a weighting algorithm that increases the number of people who will see your post if you use video! Film yourself training, telling people why you are doing what you are doing. Show yourself getting up early, getting tired after a long ride. Take people on the journey with you. Make sure that each time you post you make it easy for people to give by including the link to your fundraising profile each time.

Flickr:

- Take photos of you prepping for your event or training for your ride and share on photo sites like Flickr. You can also embed these photos in a slideshow on your blog or link to it from your Facebook and Twitter. Use photos from previous Tour de Cure tours <https://www.flickr.com/photos/tourdecure>

Facebook:

- Create an event on Facebook for your fundraiser and invite friends and family to support it. You can also update your Facebook status with your link to your Facebook event or Tour de Cure fundraising webpage – so all of your friends can see your fundraiser details in their News Feeds. For an extra push, post your link on their walls.
- Ask friends to post a status update about your fundraising page or project. They can help you reach people you might not know.
- Become friends with Tour de Cure on Facebook and tag us in any posts related to your fundraiser - <https://www.facebook.com/TourdeCureAustralia/>.
- Facebook has recently created Facebook Fundraisers, a way for people to fundraise for their favourite cause if they don't have a fundraising page with their chosen charity. However, we recommend you simply share your TDC unique fundraising link where every donation you receive is instantly shown and attributed to your current tour, as opposed to Facebook Fundraisers which can take up to 90 days to be manually allocated.

Twitter:

- Share your fundraiser on Twitter and ask you followers to retweet your message. Be sure to add your link to your Facebook event or Tour de Cure fundraising page so people can click it for more information. Remember to keep it short to leave room for others to retweet you.
- Tag @tourdecure_au in your tweets!

Instagram:

- Share your fundraiser on Instagram and follow the TDC page <https://www.instagram.com/tourdecureaus/>

Blog:

- If you have a great story to share behind your fundraiser or why you are passionate about Tour de Cure's cause, start a blog. Blogs are a great way to share your photos, videos and tweets all in one and it just might get picked up by other bloggers or media.



We can help you with...



Posters & Promotional Material

Tour de Cure postcards, posters, bunting and other materials are available in the Resources section of your Fundraising profile on the website. You can download and print these out at any time to help with your fundraising. We also have Tour de Cure banners which can be loaned for activities or events.

Posters, Bunting & Social Media Assets

In the 'Resources' section of your personal profile page you can find a number of items such as posters, DIY flag bunting and social media graphics to use as well as the great Community Partnership offer detailed below.

Community Partnership Offers

This is a great document that you can take out to local businesses to ask for preset amounts of money from \$2,500 to \$20K and offering benefits such as framed prints, website advertising and other goodies. Tour de Cure will follow up all these package offers on your behalf - so a great and easy way to fundraise.

Collection Cans & Buckets

Cans and buckets are a great way of raising money. Simply display them in a prominent and secure location for people to drop in their spare change. Make sure you empty these regularly and deposit the proceeds in to the Tour de Cure bank account. Full details on how to do this are at tourdecure.com.au in the 'Donate' section.

Letter of Authority to Fundraise

In order to book a Bunnings BBQ or to approach businesses for donations of cash or product you will need a letter of Authority to Fundraise and the Public Liability Certificate. We can provide this for you. Simply email fundraising@tourdecure.com.au to request.

Raffle & Receipt Books

Tour de Cure do not issue raffle tickets or receipt books. You can use a standard raffle ticket book available from any newsagent or create a Trybookings link. Trybookings is a great way to sell not only raffle tickets but also to manage ticket sales for any event you are hosting. Using Trybookings allows you to deduct the costs of running your event before transferring the funds in to your fundraising page. Tour de Cure do not reimburse any fundraising costs.

Please be aware that raffle tickets, event tickets to golf days, balls etc and auction item bids **are NOT tax deductible**, as set out by the Australia Taxation Office. As a guide, if a person or organisation is receiving something in return for their gift it is NOT tax deductible. Tax deductible receipts are only issued for monetary gifts. To obtain a tax deductible receipt, please direct donors to your fundraising page.



Brand Guidelines



Logo & Logo Usage Guidelines

At Tour de Cure we are proud of the work we are doing in the fight against cancer and love people knowing about it. So please, feel free to use our 'Proudly supporting Tour de Cure' logo on your fundraising promotional material. You can find this in the 'Resource' section of your fundraising profile after you log in. Alternatively, you can email fundraising@tourdecure.com.au and we will email it to you. Please be thoughtful about the nature of your fundraising event and what our logo appears on. Ensure your events fit with our 'Be Fit, Be Healthy, Be Happy' cancer awareness brand and don't discriminate against groups of people or promote unhealthy lifestyle choices. Detailed guidelines for use of our logo can be provided to you if you require.

Naming your Event

Tour de Cure's name cannot be used as part of your event name however we would love you to say that proceeds will go to Tour de Cure. For example, you can't call your event 'The Tour de Cure Golf Day' but you can say 'Golf Day with proceeds going to Tour de Cure'.

Tour de Cure Representatives

If you would like a Tour de Cure representative to attend your event or activity, please let us know as early as possible and we will do our best to help you in any way that we can. We can also advertise your event on our website. Go to your personal profile page and complete the details online to apply for an 'Event' page which will be published on our website.



Asking for Donations

Set High Goals

Your minimum fundraising requirement does not have to be the ceiling for your personal goal. Most of our riders and Support Crew raise much more than their minimum! Think of fundraising as a personal challenge but also as a part of the adventure. What will your fundraising goal be? Double the minimum? Triple? The good news is that there are many different ways to fundraise. And remember, you are not asking people to fund a new car or an exotic holiday. You are asking for money to help find a cure for cancer.

Note: Funds raised above your fundraising requirement for this tour will remain against this tour and cannot be rolled into future

Create Your List of Potential Donors

Write down the names of all of the people in your life: family, friends, neighbours, co-workers. Include your doctor, mechanic, relatives, everyone you talk to... Don't leave anyone out. Next to each name on your list, write the method by which you will contact this person for a donation (face-to-face meeting, email from your Personal Page, a fundraising letter or a fundraising party).

Email from Your Personal Page

Sending an email with a link to your Personal Fundraising Page on the Tour de Cure website is an easy and effective way to fundraise. You can also ask your donors to forward your email donation request to everyone they know.

Include Your Personal Fundraising Page Link in all communications

Every time you send an email or post an update on Facebook or social media make sure you include the link to your personal fundraising page so that people can give with a single click of the mouse. It is easy to get this unique link. Go to tourdecure.com.au, search for your name and click on the link to get to your personal profile page. Once you are on your fundraising page, copy the URL. This is your unique link which you can share with friends and family.

Expanding Your Giving Circle

Word of mouth is a great way to increase your fundraising. Give your friends and family to talk to people about the event and your participation in it with the people in their lives and to share your fundraising page link via social media. You'll reach people you never even knew before.

Cash Donations

Have you been given a cash donation? You can process this 2 ways. Either deposit the money into the Tour de Cure bank account (using the details below) and email fundraising@tourdecure.com.au the date and amount deposited, the fundraiser you would like this amount allocated to and the name and email of the donor (so we can send out a tax receipt). Or, more simply, make a donation to your fundraising profile using your own credit card equal to the cash donation you received. Enter the donor's email address so that they receive the tax receipt.

CBA Bank account details
Account Name: Tour de Cure Ltd
BSB: 062-000 A/C: 14481278



Fundraising Ideas



Fundraising Ideas

Below are some popular fundraising strategies used by other Tour de Cure fundraisers in the past that you can roll out at home, school or your workplace.

Easy Ideas

- Mufti days – Who doesn't love casual Friday? Hold a regular day at your school or workplace and charge those who join in.
- Morning or Afternoon Tea – invite your friends and family or organise for your workplace. Charge a ticket price and have entrants donate a plate of food.
- Hold a Garage or Book Sale – Someone's trash is another person's treasure. De-clutter your house and raise funds for Tour de Cure at the same time. Ask your friends and colleagues to join in too, maybe they have a few items they could add to the sale?
- Guessing Competition – fill up a jar with lollies, marbles, or anything you can get your hands on. Charge each person per guess and have a nice prize for the person who is the closest without going over.
- Shave / Colour your hair or wax your legs – have people sponsor you to change your hair or rip the wax strips off. You'll be amazed at how much you can raise this way.
- Lunchtime Walking Club – organise a weekly walking club with friends or work colleagues and have participants make a donation per week.

Bigger Fundraisers

- Morning or Afternoon Tea or a pancake breakfast – invite your friends and family or organise for your workplace. Charge a ticket price and have entrants donate a plate of food.
- A monthly workplace lunch – bring a dish to share and a donation
- Ten Pin Bowling/ Barefoot Bowling – Bowl your friends and work colleagues over with a friendly game at the bowling alley or club
- Get a group of friends together and hold a sponsored bike ride or walk.
- Cake Sale – Bake some cakes or slices and sell them at your school, workplace or to your friends. Get as many people involved as possible.
- Raffle / Auction – organise prizes for a raffle or auction to have at your school or workplace. Ask your local businesses to support you with prize donations. Advertise a limited number of tickets so that people know 'only 300 tickets sold' which increases their chances of winning a prize.
- Bunnings BBQ or Cake Stall - contact Bunnings to request a date then let Tour de Cure know the details so we can organise you a certificate of insurance



**RIDING TO
CURE
CANCER**

Fundraising Ideas

Big Ideas to Fundraise the house down

- Comedy night, trivia event, movie or Karaoke night with MC and raffle
- Cocktail party or a drinks evening with a band and dancing.
- Performance – contact your local arts centre, drama group or school to organise a charity performance where all proceeds raised are donated to Tour de Cure. Alternatively, ask a venue to donate a large number of tickets to a performance which you can then on sell at 100% profit!
- Ticketed Sportsman's dinners, lunch, or family BBQ
- Golf days – Try to only earn a small amount off each person for their entry fees on top of what the golf course charges. You can make your money by getting advertisers to sponsor individual holes and asking companies to advertise on the program booklet for the day. See if you can organise a sports celebrity, local celebrity, golfer, or an expert involved in cancer research, support of prevention projects. Also find someone who will draw people to play in your Golf day and that will make it even more enjoyable!



**RIDING TO
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Thank You

for helping find a cure for cancer

For any questions about fundraising, please contact the Tour de Cure team, we've all fundraised before and we're here to give you help and support you to reach your goal.
Fundraising Coach: fundraising@tourdecure.com.au or give us a call 02 8073 4000.

