



Australian Government



Digital Enterprise

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‘Bringing in the Bucks’

A DigiBiz Workshop in Fundraising 4 Community Groups

This DigiBiz workshop is made possible through the Australian Government funded [Digital Enterprise Program](#). DigiBiz is an initiative of the Centre for eCommerce and Communications at University of Ballarat. It is supported by City of Ballarat, Golden Plains, Hepburn, and Pyrenees Shire Councils, and Regional Development Australia-Grampians.

Find out the full range of our Digital Enterprise Activities

www.digibiz.net.au

Events....Workshops....Digital Champions....Case Histories....Online Resources

Each business or community group can access one FREE Workshop and four hours of Mentoring

Workshop Facilitator: Gerrie Carr-MacFie



Learning Outcomes

At the end of the workshop you will:

- **Have an increased awareness of how broadband technology can benefit our region.**
- **Be able to identify success factors and barriers to raising funds through *Regular Income Activities....Booster Events.....Capital Campaigns***
- **Be familiar with online grant-making resources**
- **Have a basic understanding of crowdfunding and its uses as an investment tool.**

Fundraising & Grant Ready

The Responsibilities your organization holds as a community owned entity are many and varied. If you want your community and a wider audience of donors to invest volunteer time and dollars to your cause you should start by ensuring basic governance and management policies and procedures are in place. Donors and community don't just invest in a cause- they invest in entities that can demonstrate sound governance.

The ABC of Governance Responsibilities

Adequate guidance, protection, safety and insurance cover for Board, Members, volunteers and activities

Board members duties suit personal preferences, motivation, skills, experience and qualifications

Board/members not coerced into doing tasks against their wishes or that they do not feel qualified to undertake

Capacity for office bearers and members to resign from their position without resentment or guilt

Clearly written job descriptions for Board and Members

Confidentiality of personal information

Complaints and concerns of members and community to be heard

Consultation and involvement in decisions that affect members, volunteers and community

Respect for members, volunteers and donors

Recognition for contributing time, experience, ideas and skills

Suitable and safe place in which to work

Satisfying duties that recognize worth and give dignity

Supervision with details of the chain of command

Training and professional development aligned to mission & assigned duties

Upfront policy and guidelines for reimbursement of out-of-pocket expenses

Policies and Procedures for undertaking financial management and basic workplace rules, regulations and policies

Getting Started- Regular Income Activities....Booster Events.....Capital Campaigns

It is important to build relationships between your organization and the local community, as part of any fundraising strategy. This includes a people-focused approach to your community organization's fundraising. Commanding the unwavering support of your local community will be seminal to success.

Fundraising income can generally be looked at under three specific categories: regular income activities, booster events and capital campaigns.

Regular Income activities provide a steady flow of income that goes towards meeting your fixed costs. These activities tend to be the most consistently time intensive and can involve at least 75% of your volunteers to be successful. Activities include community markets, regular BBQ or sausage sizzles, canteen at sports grounds in season. Volunteers are placed on a roster so that each volunteer is scheduled on duty. It is very important to give volunteers a decent break between the more time intensive fundraising activities, to prevent burn out. After all they are volunteers giving up part of their free time for the benefit of your community organization.

Booster Activities are typically one-off events or campaigns, which may be carried out at regular intervals. They all vary with respect to the dollar figure they are capable of realizing. It is normally somewhere between \$1000 and \$10,000. Community organizations would on average run one of these, every two or three months. Many others would run them more often than that. Usually it takes at least a couple of week's preparation prior to such events or campaigns. Have a look through the following list to see which are suitable for your community organization:

Capital Campaigns need a great relationship with your community/sponsors or donor organisations. When it comes to high capital events keep it simple- a grand major prize raffle/gala or corporate dinner. The fundraising activities that realize larger sums are also time and resource intensive. Assign your most outgoing professionally presented volunteers to achieve maximum benefit. It's vital that you've laid the proper foundations through relationship building, before attempting these events.

Effort/Benefit Analysis

Before you start on any ideas to raise money, consider the obvious: would it be easier just to ask a number of people for a financial contribution? But, if this is not your style or you want to have some fun raising money, then have a look at these fundraising ideas and see if any of them will work for your group/cause and within your community.

These ideas are basic. In fundraising terms, these events are only expected to raise modest sums. You should consider other types of fundraising if your ambitions are higher. There is a lot to think about and plan for when it comes to fundraising. Here are just a few points for you to consider:

Fundraising is about people. They may be donors, supporters, friends or whatever- never forget that they are real people. People give to people, not causes, campaigns or events.

We live in litigious times. Make sure you have adequate insurance cover.

Make sure that your fundraising event is appropriate to your cause. Events that include gambling, alcohol, adult entertainment, nudity or physical risk may seem a great idea to you but may fill your community group with horror. It's the same with donors or sponsors; ensure that they are appropriate to your cause and other supporters.

There are regulations and procedures when dealing with young and vulnerable people. It is not insulting to check someone out before accepting their help – it may be legally required or just straightforward good sense. Safety is always important – don't compromise on it.

Police Checks Volunteers, student placements and persons who qualify under the Family Day Care Scheme as an adult (18 years or over) residing with a Family Day Care provider can obtain a National Police Certificate at a reduced fee. A valid Community Volunteer Fee (CVF) number must be provided by an organisation registered with Victoria Police to claim the reduced fee. Download ['Procedure for obtaining a National Police Certificate'](#).

And finally – enjoy your FUNdraising.

Check Out Fundraising Suppliers: [Supplier Firms](#) or <http://www.fundraisingdirectory.com.au/>

Small Ideas 4 Bringing in the Bucks

Arts & Crafts Stall	Craft Fair	Make-up Demonstration
Auction of local Art/donated Goods	Crazy Golf Course	Meat Raffle
Bachelor Auction	Cricket Match	Music Quiz/Trivia/RockWiz
Badge & Key Rings for sale	Crossword Contest	Outings: book a bus trip
Barbeque at local events/stores	Dancing with the Stars Gala Night	Paintballing
Beat the Goalie Competition	Fancy Dress Sports-Football/Tennis	Pool Competition
Bingo Evening	Farmer Wants a Wife Evening	Poker Run-Motorcycle Trip
Board Games Afternoon/Evening	Food and Wine Tasting	Progressive Dinner
Book Sale	Food Hamper Raffle	Pot & Parma Evening
Biggest Loser Weight Challenge	Fun Run	Race Meeting
Cake Stall	Greeting Cards & Gifts	Refreshment Stall
Car Boot Sale/Car Rally	Hockey/Netball Tournament	Round Robin Tournament
Car Wash-Celebrity Cleaners	Hot-Dog/Burger Stand	Salsa Night
Calendar of Local Identities	Indoor Market	Skipping Competition
Celebrity Sportsman's Night	Jewellery Party Plan Selling	Silent Auction
Champagne Lunch for Women	Joke Competition	Spelling Competition
Christmas in July Fundraising Party	Karaoke Night/Competition	Street Collection
Coffee Morning	Keep Fit Event	Swim-a-thon
Coin Donation Boxes	Last Man Standing Sports Club Night	Talent Competition
Comedy Open Mike Night	Local Knowledge Quiz	Trivia Night
Community Picnic- Teddy Bear	Mad Hatter's Tea Party	Virtual Wine Tasting
Community Challenge-Alcohol Free	Monster Raffle	Wine Auction

GRANTS:

The 'Need to Know' of grant writing

KNOW YOUR AUDIENCE/ELIGIBILITY– Understand funding source's interests/eligibility/guidelines/reporting and acquittal responsibilities. Make sure a match exists between you as grantee, and the grant maker.

KNOW The NEED– Understand what market exists for your project. Make sure you understand the needs of the target population. Examine what similar organizations are doing locally, regionally, and nationally.

KNOW YOUR ABILITIES – Communicate why your organization is *the one* to carry out the project. Capture momentum and build your story. Sell your strengths. Address weaknesses - articulate intention/process to minimise weaknesses. Broker partnerships/provide Letters of Support

KNOW HOW TO EVALUATE RESULTS - Understand how you are going to measure the process and outcomes of your project. Prove to the funder(s) that you are serious about success. Show the funder(s) that their money is being well spent.

KNOW YOUR RESOURCES - Understand the skills of individuals involved in the project-encourage knowledge sharing. Encourage everyone to feel a sense of ownership and authorship. Create evidence-based proposals- include data, powerful and credible sources of information.

Useful TIPS

- Keep It Simple Stupid. Read the application requirements/eligibility carefully and don't 'pad' or over complicate responses.
- Save information/previous submissions to file. Tailor answers, cut & paste- to align with goals and values of the funding source.
- Tell a story- be competitive and creative in your project title/narrative.
- Be specific and succinct. Identify the problem and propose a fundable solution.
- Know your objectives and how you are going to evaluate them. Show accountability.
- Don't leave the grant-writing to one person. Delegate tasks according to skills- eg. budget, Letters of Support, writing the story/proposing the milestones/KPI's.
- Propose a realistic and auditable budget.
- Don't give up! If unsuccessful ask for feedback. Determine if re-submit is an option next funding round.

Sources of Funding:

Trusts & Community- ourcommunity.com.au

The Funding Centre is an initiative of Our Community, Australia's Centre for Excellence servicing the nation's 600,000 not-for-profit groups and schools.

They have online tools and resources plus an excellent eNewsletter detailing available grants- including www.givenow.com.au online commission free donation platform and Australian Institute of Grants Management best practice support and skills development resources for nfp's.

Golden Plains Shire Council Community Grants Program




The Community Grants Program enables community groups to further meet the needs of the wider community in a partnership relationship with Council.

Grants are available to community groups for projects that provide outcomes for the benefit of the community. Examples include new community programs and events, purchase of equipment and facility improvement projects.

Funding is provided on a dollar for dollar basis with the contribution from the community provided in-kind or by cash. All applications must meet Council's criteria. **Applications close in February.**

Gem of an Idea Grants

The Health Promotion Program currently has funding available for Health & Wellbeing "Gem of an Idea" grants. Small grants up to \$500 are available for **non-profit** community groups for projects/ activities aimed at promoting community connections, good nutrition, physical activity and/ or mental wellbeing.

Download Forms: [Gem of an Idea Guidelines 2014](#)  (515 kb) [Gem of an Idea Application 2014](#)  (519 kb) [Gem of an Idea Application Electronic 2014](#)  (69 kb)

Government Grants-[GrantsLINK](#)

GrantsLINK is a one-stop-shop for Australian Government grants. Here you'll find general information about **Australian Government** grants and assistance for individuals, businesses and communities that can help you:

- fund ideas and initiatives;
- develop local and national solutions;
- get assistance in times of hardship; and
- access further information.

Australian Government includes Australian Government departments, statutory authorities and Australian Government business enterprises. Grants include funding programs, individual grants, fellowships and scholarships. Assistance includes links to other related Australian Government and State/Territory Government websites that offer grants and/or relevant service.

[Philanthropy Australia](#)

More than 350 trusts and foundations are listed in The Australian Directory of Funders. The Directory of Funders is an excellent resource for not-for-profit organisations, charities and community groups. The Directory features tips on how to apply for grants, write submissions, and important tax information to help grant-seekers understand what needs to be supplied to foundations in any application for funding. Note that most trusts and foundations in Australia are restricted by law to funding organisations that have Deductible Gift Recipient (DGR) Status, and cannot fund individuals or groups which do not have DGR Status.

www.philanthropy.org.au

CROWDFUNDING- THE SOCIAL PHENOMENON

A seed financing source for **entrepreneurial & creative** ventures that have difficulties raising capital from traditional sources

Open call through the Internet, **for \$'s** as donations (without rewards) OR in exchange for some form of reward and/or voting rights-**for specific purposes**

Exploits capabilities of **social networks** - viral networking and marketing

Enables the **mobilisation** of a large number of users in specific **Web communities** within a relatively short period of time.

Thousands of small to large projects have been crowdfunded through intermediary administrative services (called "CF platforms")

- Globally- Kiva, Kickstarter, IndieGoGo, Spot-us, chuffed etc.
- Australia- Pozible targets creative industry-just launched subscription funding in addition to one-off projects-
- Growing no. of CF's- Publishizer,ipledg,chipin,fanfuel

CF Platforms share similar protocols

- **'all-or-nothing model'**
Project initiator agrees pledging period (between two weeks and several months)
- **Not too short or too long**
The campaign should be structured and planned for a specific period
- **\$ target must be reached**
Below threshold no flow of funding Learn More

Rewards Based: Campaigns offer supporters a reward. Can range from recognition on website to product. Ensure your rewards are affordable/flexible if you exceed targets

Social Causes are most active, driving close to 30% of all crowdfunding activity.

Research to find the best fit for your cause, and for hints and tips:

<http://www.crowdfundit.com.au/2012/12/18/crowdfunding-platforms-in-australian-and-new-zealand/>

<http://www.scribd.com/doc/74997116/A-Snapshot-on-Crowdfunding>

Online Resources: *How to Work the Crowd:* www.australiacouncil.gov.au

Anna Maguire's, *Crowdfund it!* profiles key global crowdfunding platforms such as Indiegogo, Pozible and ArtistShare. Purchase from \$9.99<http://editia.com/books/crowdfund-it/>

Gerrie's TOP TIPS 4 Bringing in the Bucks

1. Do a Benefit/ Effort Analysis

What is the return that your group will get on the investment of individual time and money.

2. Refine Your Idea

Create a story and infuse it throughout your fundraising campaign.

3. Provide the Detail

Tell why you are doing this, where the money will go, what it means to those who benefit

4. Surround Yourself with Good People

Break Down the tasks and assign according to skills

5. Enthuse, Train & Value Volunteers

Volunteers are the key to success

Workshops- Mentoring -Online Resources

www.digibiz.net.au

