



COMMUNITY FUNDRAISING TOOLKIT





THE SONG ROOM

Fundraising for The Song Room is a fun, social and rewarding way to bring music and the arts to the lives of disadvantaged children across Australia.

Whether you choose to fundraise as a workplace, school, community group, as an individual or with a group of friends, every dollar you raise will go to bringing the joy of music and the arts to Australian children who are currently missing out.

Here at The Song Room we rely on many different sources of funding in order to deliver our programs, and your assistance in raising both funds and awareness will ensure that we reach more children facing long term disadvantage due to their socio-economic or cultural background, geographic isolation, or health issues.

This Toolkit is here to help and guide you through your fundraising activity. It will assist you to raise funds and outlines your responsibilities as a fundraiser to ensure both you and The Song Room meet all the relevant requirements.

In order to comply with Government regulations, The Song Room must approve and authorise all community fundraising activities that directly raise money for our organisation. Each application will be assessed to ensure compliance with The Song Room's standards of conduct.

HOW TO FUNDRAISE FOR THE SONG ROOM

INCLUDED IN THIS KIT YOU'LL FIND

- ▶ Step by step instructions for setting up your fundraising activity
- ▶ Fundraising ideas
- ▶ Information about how your fundraising will help kids in need
- ▶ Helpful fundraising tips and tricks
- ▶ The Song Room's Fundraising Guidelines
- ▶ An Authority to Fundraise Application Form
- ▶ A Fundraising Summary Form
- ▶ A Donor Receipt Form

WE CAN PROVIDE

- ▶ Certificates of Appreciation
- ▶ Posters to display at your event or around your school or workplace
- ▶ Buttons and other novelty items
- ▶ Tamper proof collection tins
- ▶ Social media posts to support your activity

Most importantly, don't forget we're here to help! If at any time you need advice, all you have to do is contact The Song Room's Fundraising Team on 03 9521 3990 or enquiries@songroom.org.au



3 STEPS TO RUNNING A SUCCESSFUL FUNDRAISER

Running a fundraiser can be heaps of fun. Here's a step-by-step guide to help you manage your event to get the most out of it!

CHOOSE YOUR ACTIVITY

- ▶ Decide what kind of activity or event you and your team would like to hold. Give yourself plenty of time to get organised. If you need advice, just give us a call
- ▶ Review this Toolkit and The Song Room's Fundraising Guidelines to ensure you understand your responsibilities as a fundraiser for The Song Room

- ▶ Complete the Authority to Fundraise Application and send it through to us by mail

PLAN AND PROMOTE YOUR ACTIVITY

- ▶ Enlist others to help with the fundraising. This will really help you extend your network to reach your fundraising goal
- ▶ The easiest way to manage your fundraising is through *everydayhero*. Check out the link below to The Song Room's page to get started!

<https://nfp.everydayhero.com/au/the-song-room>

- ▶ When setting up your fundraising page, make sure you think carefully about the story you want to tell. Set yourself and your team an achievable target

Your support will help kids get a better education through music and the arts. They'll enjoy it - and so should you!



BUILD THE MOMENTUM

- ▶ Let people know about your fundraising activity and ask them to support you. Make sure you always include a link to your *everydayhero* page
- ▶ Use your social media networks especially Facebook, Twitter and Instagram. Email your friends, try to reach at least 30. Let your local paper know about your efforts too. Follow us at:

Facebook: @thesongroom
Twitter: @thesongroom
Instagram @the_songroom

- ▶ Make sure your team helps spread the word. Ask your friends to share your *everydayhero* page with their networks, and ask your employer and local businesses to support you
- ▶ Tip: It helps to ask for a specific amount. For example, "Please donate \$50 to enable one child from a refugee background to participate in music and arts programs in their school for 6 months"

- ▶ Keep the posts coming. Thank people for supporting you. Let your supporters know how you are going with your event preparation. Fun photos and videos are great for keeping people interested in what you're doing
- ▶ Share the posts and thank you messages from your *everydayhero* page to Facebook and Twitter

DONT FORGET...

- ▶ Thank your supporters. Use your *everydayhero* page to let them know how their contributions will help The Song Room. Provide them with photos, certificates, posters, t-shirts, buttons or think of other fun ways to thank them
- ▶ Have heaps of fun!!

FUNDRAISING IDEAS

AIR GUITAR CHAMPIONSHIPS

- ▶ One for the guitar heroes!
- ▶ Dig out your old bandana and your favourite band t-shirt and rock out with your friends
- ▶ Inspire your guests in the lead up to your event with YouTube clips from the world's best Air Guitar champions

HOLD A GIG

- ▶ Support your local music scene and give the benefits of music to disadvantaged children at the same time
- ▶ Donate proceeds from ticket sales or the cloak room
- ▶ Collect donations on the night
- ▶ Auction off music items like rare vinyl records or musical instruments

STAGE THE ULTIMATE KARAOKE NIGHT

- ▶ Get those A-grade backing tracks out and warm up your vocal chords
- ▶ Donate to perform
- ▶ Auction off your favourite karaoke numbers

DRESS LIKE A ROCK STAR DAY

- ▶ A great event for school kids
- ▶ Collect gold coin donations to dress like your favourite rock star for the day
- ▶ Have a 'rock parade' with prizes for the best dressed

Prefer to fundraise without hosting an event? No problem! We'll applaud you for your armchair air guitar or singing in the shower efforts too!

Head to <https://nfp.everydayhero.com/au/the-song-room> to get involved!



DISCOVER

CONNECT



HOW YOUR FUNDRAISING WILL HELP



\$20

Provides one class with a range of arts supplies to assist a teacher to engage their students in the arts.



\$50

Provides one class with a set of percussion instruments to keep.



\$80

Enables a disadvantaged child to participate in a six month music and creative arts workshop.



\$150

Helps two sick children and their families to participate in an ongoing music program in a Children's Hospital.



\$250

Provides the materials to create a bi-lingual storybook for parents in culturally diverse communities.



\$500

Helps a school attend their first ever live performance by sponsoring a bus to the venue.



\$1,000

Provides five schools with a set of instruments to keep.



\$5,000

Provides a program for families from refugee backgrounds to find a voice in their new community.



\$15,000

Helps provide a disadvantaged school with a six month workshop for 200 children.



Music and arts education is proven to lift academic performance, school attendance and social & emotional wellbeing.

By fundraising for The Song Room you can help some of Australia's most disadvantaged children get a better start in life.

TIPS AND TRICKS

Let's face it, often the hardest part of raising money is the most important part - asking people for donations. Here's three things to keep in mind:

▶ What

Ask for a specific donation amount, say \$50. Often your friends and family just don't know how much to give and sometimes this uncertainty can actually stop them from donating

▶ Why

Tell people why you personally care about The Song Room. Your passion for our cause is contagious. People are far more likely to donate if they understand why our cause is close to your heart

▶ How

Let people know what will be achieved by The Song Room through your support.

3 out of 4 Australian children do not have access to specialist music education at school, despite irrefutable research that kids who participate in music and the arts at school have better numeracy and literacy skills, attend more and are happier. That's why we do what we do!

WE CAN HELP

At The Song Room we appreciate all your fundraising efforts and our Fundraising Team are here to help you along the way.

We can send you posters, buttons, stickers and Certificates of Appreciation. Remember, we're only a call or an email away.

SO WHAT ARE YOU WAITING FOR?

With your support we can brighten the futures of children right across the country by sharing a love of music and the arts to enhance their education, personal development and community involvement.



THE FINE PRINT

1. All constituent details of the approved fundraising activity are the sole responsibility of the applicant, as set out in the Authority to Fundraise form.
2. The organiser must comply with obligations imposed by the Charitable Fundraising Act and applicable State/Territory laws and regulations.
3. All relevant permits and licenses for the activity must be secured by the event organiser.
4. Any and all promotional material and collateral produced in conjunction with the proposed fundraising activity must clearly state that this event is 'raising funds for The Song Room', as opposed to a Song Room-managed event.
5. Any use of The Song Room logo is to be approved prior to publication by an authorised representative of The Song Room.
6. The Song Room alone is authorised to issue a tax-deductable receipt for funds raised and donated to The Song Room. Please note that the Australian Tax Office has ruled that donations are not tax deductible if the donation involves the exchange of money for goods and/or services (such as raffle tickets, competition or event entry tickets).
7. Funds raised must be reconciled with The Song Room no later than 10 working days after the event or activity.
8. Funds raised and not processed via Everyday Hero can be deposited directly into The Song Room Public Fund bank account, mailed in as a cheque, or donated via the application on our website.

The Song Room
BSB: 063 353
Account number: 1006 5445
9. Whilst The Song Room is unable to provide publicity support for your event, we are able to provide you with a publicity kit with guidelines, templates and tips.
10. The Song Room is unable to provide insurance of any kind, including public liability, for your event. The Song Room cannot be held responsible for any accident or injury sustained over the course of your event.
11. The Song Room reserves the right to refuse or cancel the Authority to Fundraise if it is decided the activity is not in the best interests of the organisation.



Engaging Young People
Through Creativity

03 9521 3990
enquiries@songroom.org.au
www.songroom.org.au
f t @thesongroom