

CHiLD
POVERTY
ACTION
GROUP

Fundraising Guide

Your generosity makes an impact

When you donate your valuable time, energy and resources to fundraising for the Child Poverty Action Group you are helping our work to research and provide crucial evidence that supports our claims about children in poverty in Aotearoa. This ensures that the people in Government take action to eliminate child poverty so that we can achieve our vision of an Aotearoa where all children can flourish. The effort that you put in for us means a great deal to our cause, not only from the funds you raise but also by the conversation that you create around such an important issue.

How to get started

If you would like to support CPAG, here's a few pointers to begin with:

1. Think about the kind of fundraiser you would like to do that fits with your available time and resources - our fundraising ideas and tips below may start you off.
2. Once you've decided on a fundraiser, fill out the fundraising proposal form online to get approval for your plans. Allow 5-7 days for us to get back to you.
3. Set up a fundraising page and share on social media.
4. Find participants, support or contributions for your fundraising efforts. We can send you an official letter to help, just get in touch with us.
5. Remember to take photos of your fundraiser and tag us on social media with #cpagnz.

Fundraising ideas

Whether you'd like to fundraise at school, work, or in the community, fundraising can be as simple or as grand as you have the time and energy for. Here are a few great ideas to consider:

Organise an event

- Hold a sporting event. The options here vary from a casual fun run, to a triathlon, a golf tournament, or a tennis match!
- Get your community together for a quiz night or a dinner party. You can sell entry tickets while also including an auction or a raffle to raise extra funds.
- Arrange a workplace or school charity day - dress up for the occasion or wear a crazy hair do. Ask for a gold coin donation from participants.
- If you are skilled in yoga, art or a sport that you can share with others, hold classes and let students know the proceeds will be donated to us.
- Hold Christmas in July: ask attendees to donate to help push for changes to policies that mean children can have what they need when it's Christmas in December.

Donate your celebration

- Ask the guests at your birthday, wedding, or other special occasion to donate in lieu of a gift. Let them know any amount is appreciated!
- Create a birthday fundraiser on Facebook and select Child Poverty Action Group (NZ) as the recipient.

Step out of your comfort zone

- Give up something you love for a month – ask your friends and family to sponsor you while you pledge to live without an item or service. It helps if it's something you will really miss!
- Complete a challenge. This could be a marathon, a mud run, a mountain climb, or anything you'd consider to be self-improvement for a good cause.

Spread the word

- Share links to our donation page or an online fundraiser through your social media channels. Remember to tell people why donating to us is important to you!
- Use your favourite holiday season to encourage people to donate and spread the word about us.
- Nominate us when organisations or individuals ask for your favourite charity to donate to.

Top Tips

- Planning is key. Make sure to write everything down as you go.
- Start by brainstorming the 5 W's and H. What, When, Who, Where, Why and How.
- Make sure the answers to those questions don't clash. I.e. Make sure the date isn't the same as another event, that your venue is free, or that the people you want to be there don't have other commitments.
- Once you've organised your plan, get in contact with us and we'll help you deal with the finer details.
- When you promote your fundraiser, make sure to share your personal story. People want to know why fundraising for us is important to you.
- Post updates. Keep people in the loop with how your fundraising is going. If you're posting online, it often takes asking for donations three times for people to act.
- Whatever your fundraiser, setting up a [givealittle](#) page is a great way to ask for donations and it can be easily shared, with the funds going directly to your cause.

Hints for corporate fundraising

- Holding an event is an easy way to fundraise at work – it can boost team moral and provide something for colleagues to get behind.
- Ask management if your company can match your donations. Many organisations will match your fundraising for a good cause.
- Highlight your fundraiser in your internal communications – newsletter, emails, noticeboards.
- Have the facts. If you want to convince management to donate to your fundraiser, they're likely to be interested in what their money is funding rather than your personal story. Though that's important too!
- Tell them how fundraising for us benefits them! Many consumers prefer to align themselves with altruistic companies. Can you explain how supporting CPAG helps your organisations image?

The finer details

1. Make sure you have your letter of approval from us to hold your event.
2. Deposit the funds raised, after expenses, into our bank account within 90 days of your event to:
Child Poverty Action Group (Inc)
38-9003-0066858-00
Include your name and address details for receipt purposes.
3. We'll provide help where we can, but you acknowledge that you're able to host your event without CPAG's attendance.
4. We won't endorse any products, but if you would like to donate proceeds from a product promotion, we will make the approval decision on a case-by-case basis.
5. Let us know who you intend to ask for sponsorship so that we can avoid organisations being approached multiple times to save you any embarrassment.
6. If you would like to do a press or media release, you acknowledge that you will coordinate this with us beforehand.

Contact us at admin@cpag.org.nz for any help you need.