MAD FOUNDATION

## Fundraising for MAD

### A practical guide to getting started

Thank you for choosing to support the MAD Foundation. Whether you're taking on a personal challenge, organising a workplace fundraiser or bringing friends and family together, your efforts will help us support children and young people living with disability and significant hardship.

### 1. Choose your activity

- Choose something you enjoy and feel comfortable organising.
- Keep it simple and make it easy for others to participate.
- Set a date, consider a fundraising target and allow plenty of time to prepare and promote your activity.
- Consider any costs, venue requirements, safety and insurance arrangements.

### 2. Learn about MAD

People are more likely to support your fundraiser when they understand the cause. Familiarise yourself with MAD's work and explain why you have chosen to support the Foundation. Our website, beneficiary stories and fundraising toolkit are great sources of information.

### 3. Set up your fundraising page

MyCause is MAD's preferred online fundraising platform. Create a free account, select MAD Foundation as your chosen charity, describe your activity and share your fundraising link. Consider creating a QR code linking directly to your fundraising page.

### 4. Spread the word

- Start communicating early to build awareness and momentum.
- Create a simple, eye-catching graphic using the resources in our fundraising toolkit.
- Share your fundraiser through email, social media and personal networks.
- Encourage friends, family and colleagues to share your campaign with their own networks.
- Keep talking about your fundraiser and don't be afraid to ask for support.

### 5. Keep the momentum going

Don't be discouraged if donations are slow at first. Share regular progress updates, photographs and reminders, particularly as your event approaches. Many donations may come in the final days or on the day itself.

### 6. Celebrate your success

Thank everyone who participated, donated or helped promote your fundraiser. Let them know how much you raised and celebrate what you achieved together.

Funds raised through MyCause are transferred directly to MAD. If you collect funds separately, please contact us to arrange their transfer.

We'd love to hear about your fundraiser and receive some photographs and a few words about your experience to share on our website and social media, with the permission of those featured.

We're here to help

Visit www.madfoundation.com.au/fundraise-for-mad/ for fundraising ideas, promotional resources and further information. If you're planning a raffle or would like someone from MAD to speak at your workplace or community group, please get in touch.

Thank you for making a difference.