

# Fundraiser guide



## Introduction

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Thank you for your interest in fundraising for Griefline! Your support enables us to continue our vital work, providing support, hope, and healing to grieving Australians. This guide outlines everything you need to know to create a successful and aligned fundraising campaign.

## Step 1: Planning your fundraiser

### Choose your fundraising idea

Think about a fundraising activity that excites you and resonates with your network. Examples include:

- Sporting challenges (e.g., marathons, cycling events).
- Community events (e.g., trivia nights, bake sales).
- Personal milestones (e.g., birthdays, anniversaries).

### Select a fundraising platform

We recommend using a secure platform like GoFundMe or similar, ensuring transparency and ease of donations.

### Register your fundraiser with Griefline

Before starting, please complete and submit the Fundraising Approval Form via this link: <https://forms.office.com/r/d7hbwa5FXj>.

This step ensures your fundraiser is officially recognised and supported by Griefline.



## Step 2: Promote your fundraiser

### Use Griefline resources

We're here to help you succeed! Use the following:

- **Griefline logo:** Brand kit provided upon approval.
- **Messaging support:** Suggested language to share our mission.
- **Social media templates:** Pre-designed posts to share your campaign.

### Share your story

Let people know why you're fundraising for Griefline. Personal stories inspire others to contribute. Example:

"I'm running 50km to raise funds for Griefline because their services make a real difference to those facing grief and loss."

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## Step 3: Managing donations

### Direct transfers to Griefline

Ensure donations are transferred securely to Griefline. Funds raised through platforms like GoFundMe can often be linked directly to Griefline's bank account. Please contact our Marketing Coordinator for these details.

## Keep supporters updated

Share updates about your fundraiser's progress through email or social media. Celebrate milestones and thank donors for their generosity. We'll be sure to also share your updates with Griefline's online community.



## Step 4: Post fundraising wrap-up

### Thank your supporters

Express gratitude to everyone who contributed. A simple thank-you note or social media shoutout goes a long way.

### Share your impact

Let your supporters know how their contributions will help Griefline support grieving Australians.

*"The essence of the human being is our capacity to help others." - Fred Hollows*

## Reach out

For questions, comments, or suggestions, email our Marketing Coordinator Lainie Tomming at [lainie@griefline.org.au](mailto:lainie@griefline.org.au)

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