

Fundraising Event Handbook

With your help we can.



Partnered with The Michael J. Fox Foundation for Parkinson's Research

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This handbook is packed with ideas for how you can host your own fundraising event to help us find a cure for Parkinson's disease.

Shake It Up is a community funded charity and we are here to support you on your fundraising journey. If you have any questions about running your own event, please call us on **0455 040 309** or email us at: enquiries@shakeitup.org.au.

If you already have an event in mind, please fill out our application form on our website for approval before you get started!



1. Why Fundraise for Parkinson's

Shake It Up Australia Foundation is a not-for-profit organisation established in 2011 to promote and fund Parkinson's disease research in Australia.

The Foundation was established by Clyde Campbell, a father of three and business owner who was diagnosed with Parkinson's disease in 2009 at the age of 44.

Clyde set out to determine what he could do in a practical sense to assist. His search led him to the Michael J. Fox Foundation for Parkinson's Research (MJFF) in the United States and the remarkable work they do to fund medical research. Clyde realised that funding Parkinson's research was the best thing that he could do to help himself, his family and the 80,000 other Australians living with the disease. With that clear in his mind Clyde founded Shake It Up Australia Foundation (SIUAF) to give other Australians the opportunity to join his quest.

Through our founding directors' commitment to fund all outgoings, 100% of your contribution goes to finding a cure for Parkinson's.



Clyde Campbell
Founder - Shake It Up Australia Foundation

2. Parkinson's - The Facts

- Parkinson's is the 2nd most common neurological disease in Australia after dementia.
- The disease affects an estimated 10 million individuals worldwide - 80,000 in Australia.
- 32 Aussies are diagnosed with the disease every day.
- 20% of sufferers are under 50 years old and 10% are diagnosed before the age of 40.
- The number of people with Parkinson's Disease has increased by 27% since 2005 with costs to the community increasing by over 103%.





3. Making a Difference

Shake It Up Australia is a community-funded charity which means that people like you, are instrumental in helping us raise funds and awareness to find a cure for Parkinson's disease.

By fundraising for Shake It Up Australia Foundation you become one of our Heroes and join the ranks of Team Fox Members through our Partnership with the Michael J. Fox Foundation.

Almost anything is possible, and we are here to help you on your journey.

Some examples of events people have hosted in the past include: morning teas, movie nights, golf days, cake stalls, music nights, lunches, cocktail parties, art shows, dance parties and more.

But why not be original and come up with your own event!



Monkey Mia to Byron Bay

Eight mates embarked on an adventure ride from the most Western Point of Australia to the most Eastern Point. Travelling 6,200 kms on rough dirt tracks across some of the remotest parts of Australia they not only ticked off a bucket list item but also raised over \$50,000 for Parkinsons research.

4. Getting Started

Set a goal

It is always a good idea to work towards a goal. This keeps you focused, helps you plan and budget for your event and encourages others to support you to reach your aim.

When?

Think about the best time to run your event, for example public holidays, community get togethers, business days, fetes etc.

Where?

What venue could you use for your event? Your own home or backyard, local park, place of work, local club or hall.

Who?

Who will you target to attend and participate in your event? E.g. sponsors, ticket buyers, donors, guest speakers, friends and family.



Stephen the 'Parky Park Runner'

Diagnosed at the age of 52, Stephen always loved staying fit and healthy. Stephen makes tables from old surfboards and donates the proceeds to Shake It Up Foundation. He said "It's hard work but I'm not going to give up". So far, Stephen has donated \$920 in proceeds to Shake It Up.

4. Getting Started

Type

What are you passionate about and what type of event would work best in your community?

Plan - Keep it simple!

Start a calendar and breakdown your fundraising goal. Write a checklist of what needs to be done or ask us for help.

Make it memorable

Think about ways to make your event fun for guests. This will encourage people to contribute and come to future events.

Use Your Passion

Fundraising can be fun for you too! Especially when you turn your passions into a charitable event. Think about your hobbies or skills - can you use these to run an event? E.g: cooking, painting, or golf.



5. Fundraising Ideas and Tips

Tell your story

Let people know why Parkinson's is close to your heart.

It's always great to know some facts about Parkinson's in Australia so you can engage people in the cause.

Go Viral

Set up a Facebook event page and invite friends to join and share. Also think about using LinkedIn, Twitter and email to keep people updated on milestones.

Engage your community

Take advantage of local newspapers, TV or radio stations to publicise your event. Remember they may want to feature your event after it occurs so take lots of photos!

Maximise your fundraising dollars

Ask your employer or HR department if they have a matched giving scheme or will donate towards reaching your fundraising goal. Think about gaining sponsorship, raffle or auction items during the event or running smaller events leading up to your event such as mini competitions to help increase fundraising and keep the ball rolling!

A big thank you

Fundraising is only possible when your community is behind you. Make sure you thank everyone who helped along the way.





6. Event Check List

Get a team of people to help you

Ask people to help you out with organising, getting a venue and coming up with ideas.

Obtain 'Authority to Fundraise'

You will need to register your event with us by completing our online form. We will then review your event and send an Authority to Fundraise.

Fundraising guidelines

Make sure you have read our Terms and Conditions for hosting your own fundraising event.

Budget

Work out what your expenses will be and make sure you tell people what percentage of donations will be given to Shake It Up. Remember, your expenses cannot be higher than 25% of total funds raised.

Depositing funds

- Online: You can set up a Grassroot fundraising page and collect funds prior to the event (this method allows automatic tax deduction receipts).
- Cash: Collect funds and deposit to the Shake It Up Australia Foundation bank account within 14 days of your event. You must use the donor-tracking sheet.
- Envelope: request donation envelopes from Shake It Up Australia Foundation

Take lots of photos/videos

Make sure you take lots of photos and videos during the event and send them to Shake It Up Australia Foundation.

Say thank you to your donors

Send an email, letter or small gift to your donors to say thank you.



Ready to get started?

Register your event

Go to the **getting involved** section of our website and fill out the online event registration form. Once your event is approved, you can set up your fundraising page and start promoting your event.

If you need more information, please contact enquiries@shakeitup.org.au or **0455 040 309**.

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With your help we can find a cure.

shakeitup.org.au

1300 361 803



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