



**INA FUNDRAISING KIT**

**ARE YOU READY TO MAKE AN IMPACT?**





# THANK YOU FOR BEING AN INA CHANGE MAKER!

Thank you, students, teachers and faculty for coming together to fundraise for International Needs Australia to help in the fight against poverty and female disempowerment in developing nations.

## THIS SCHOOL FUNDRAISING KIT WILL PROVIDE YOU WITH INFORMATION ON:

1. Who is INA?
2. How to create a fundraiser
3. How your donations are making a difference
4. Fundraising ideas
5. How to promote your fundraiser
6. Fundraising logistics for INA

INA will be with you every step of the way to help ensure your fundraiser is fulfilling, enjoyable, and successful. If you have any questions, need some assistance, or require more information please get in touch with us.





# WHO IS INA?

**Our vision is for a just world where all people are treated equally - and you are now helping us achieve that goal!**

INA is a fully accredited international development agency with the Australian Department of Foreign Affairs and Trade (DFAT) as well as a full member of the Australian Council for International Development (ACFID). We work with partners to implement world-leading, innovative projects that are changing lives across the world. Our work revolves around poverty and inequality alleviation, with a particular focus on females and children.



# FUNDRAISING TIME!

*It's never been easier to fundraise for people living in extreme poverty.*

**Just follow these simple steps:**



## Step One

### Research which programs you want to support

Follow this link to [ina.org.au/our-work](https://ina.org.au/our-work) and identify which country from the **Where We Work** map you wish to fundraise for.

You can support a specific program or fundraise for INA more generally.



## Step Two

### Find collaborators

Speak to other staff, students, or community members to empower them to get involved in the fundraiser. This can help to bolster the success of the fundraiser.



## Step Three



### Create your Fundraiser

To set up a personalised fundraising page for your school, go to [students-fighting-poverty.raisely.com](https://students-fighting-poverty.raisely.com). This is a one-stop-shop platform that will give your school direct access to your very own personal fundraising platform to manage and view donations, as well as promote it in any way you wish.

#### a. Setting Goals

Consider realistic fundraising goals and expectations. How feasibly can you make a positive impact through your campaign? We recommend you start with your own small donation to get the ball rolling. Don't hesitate to reach out to your community to support your fundraiser. Feel proud of the incredible work you are achieving! Try to have a manageable goal: start small and work your way up once you have gained momentum.

#### b. Organised Activities

If you decide to hold an event or perform an activity for your fundraiser, it's important to delineate a timeline. List all activities required to complete the fundraiser, including resource procurement, social media posts, etc.

#### c. Managing Money

There's no need to worry about the procedural nightmares associated with managing money during your fundraiser. When you fundraise using the link above, all donations will automatically be transferred to a safe secure pool that only we have access to. This process ensures all donations go directly to the people who you are helping.



# WHY INA?

**We work with severely impoverished communities in 8 developing countries across Asia, Africa, and The Pacific. Your funds will go towards helping young children stay in school, helping protect vulnerable communities against easily preventable diseases, empowering women to gain financial and social independence, and much much more!**



*Your school's support  
will help people like  
Alfiya and Shifa.*

The two sisters have been Linked to the ChildLink program in India for over 10 years. They graduated this year, thanks to the support of their Linked supporters.

When Alfiya and Shifa were about 7 years old, the family endured significant hardship after their father left. There was no money for schooling and basic needs. Alfiya and Shifa's mother were married at 11 years of age and didn't have the skills or education to support her six children. Despite this, she was determined for her daughters to at least complete Year 10. She started rolling 1,000 'beedis' (Indian cigarettes) to earn INR40-less than \$1AUD a day to buy food for the family to cook.

Life was very tough, so they moved, and Alfiya and Shifa were enrolled in the Neva Village School Centre. As school

dropouts, their self-esteem had hit rock bottom. However, as time passed, they improved and soon started getting back their enthusiasm and studied hard.

This year, they passed their examinations in the 1st division.

They are so grateful for their Linked supporters and our Indian partner ACTS who have stood by them as they lifted themselves out of poverty. Now, they're happy and tutor children at home.

Thanks to the support of generous and passionate people like you, INA was able to give \$1,859,513 to our international aid and development programs!

For more information about INA's success stories over the past year, have a look at our [2022 annual report](#).



# FUNDRAISING DELIVERABLE IDEAS

Creating effective fundraising activities are important in generating successful and widespread campaigns within your school. By investing time into organising your activities, you will increase your fundraising efforts for INA.

*Some examples of activities your school can get involved in include:*



## Entertainment

Let's get your creative side on! This could include hosting a school concert, auctions, trivia, or a play. Make sure you ask for a donation to attend the event. Try to get as many people involved as possible!



## Host a Meal

Food, friends, helping those in need: win, win, win. Host a meal at your school – this could even be in collaboration with your cafeteria staff or local food suppliers. Have people pay to attend a fun breakfast, brunch, lunch, dinner or dessert. You could include videos, music, speeches ... anything to make this event special!



## Raffle tickets

There's no feeling that matches that of winning a raffle prize! Try procuring local goods as donations or on discount and give them away at a raffle night. Big-ticket items always draw people in, so be sure to publicise some of the great items before the event.



## Bake Sale

Who doesn't love eating delicious food in exchange for feeling great about giving to an unbelievably worthy cause! You can sell cupcakes, biscuits, anything your heart desires. Try being creative in your design. Can you use red icing, or have the letters "INA" iced onto the goodie?



## Sporting Event

Nothing brings people together like sporting events. You could do a walkathon, runathon, skipathon, school disco, or inter-house sporting events. This is a fantastic way to include your entire school in the event – through positive competition or working towards a goal.

**When organising your fundraiser, it's important to consider:**

- Timing
- Catering, venue and drinks
- Sponsors
- Budget
- Promotional content and social media presence
- Ticket sales
- Entertainment and/or themes
- Sustainability of resources (avoiding plastic if possible...)

We recognise that fundraising can seem scary and overwhelming. If you feel you'd like any help or additional contact, please reach out to us. We have experience in fundraising and would love to make sure your experience is as enjoyable and easy as possible!

# PROMOTING YOUR FUNDRAISER

Okay, so you've now that you've chosen the program to support, you've created your fundraiser, you know the deliverables, and you've noted all considerations of activities – it's time to start promoting your fundraiser!

*We recommend following these 5 steps:*

## 1 START WITH A SMALL DONATION TO GAIN MOMENTUM.

Ask family or friends to donate small amounts just so that the fundraiser comes alive and looks active to the public.

## 2 EMAIL ANYONE YOU CAN.

Tell them what you're doing it, why you're doing it, and how their donation can change the lives of those in need. Include a link to your fundraiser in the emails

## 3 GET ACTIVE ON SOCIAL MEDIA!

Post on any platforms you have and create new platforms for bolstering your online media presence.

✓ Always add images or videos to increase public engagement

✓ Include a link to your fundraiser

✓ Ask others to share your link (friends, family, even celebrities!)

✓ Tag INA in any posts you make. We would love to be part of the process with you!



[INA on Facebook](#)



[INA on Instagram](#)



[INA on LinkedIn](#)



*(Ask supporters to make a video on why they decided to donate!)*

## 4 EXTEND GRATITUDE FREQUENTLY.

Post updates on your progress, and be thankful to all those that have donated.

## 5 SEND THANK YOU EMAILS / POSTS

*(with consent)* to those that have contributed to your fundraiser.





# THANK YOU VERY MUCH!

*Thank you so so much for your incredibly valuable support.*

**We are immeasurably grateful that you have decided to support us in helping improve the lives of all people, especially women and children, living in severe poverty in developing nations. Both their and our gratitude is inexpressible.**

## PLEASE GET IN TOUCH!

Please feel free to reach out to us at any stage of your fundraising campaign; before you begin, during your fundraiser or post-fundraiser.

We would love to be as involved as possible, whether that be preparatory work, assisting in developing, scaling, or implementing the fundraiser, or any future events you might like to hold or partner with us for.

Give us a call at (03) 9877 7177 or send us an email at [education@ina.org.au](mailto:education@ina.org.au)

Thank **you**,

*The INA family*

