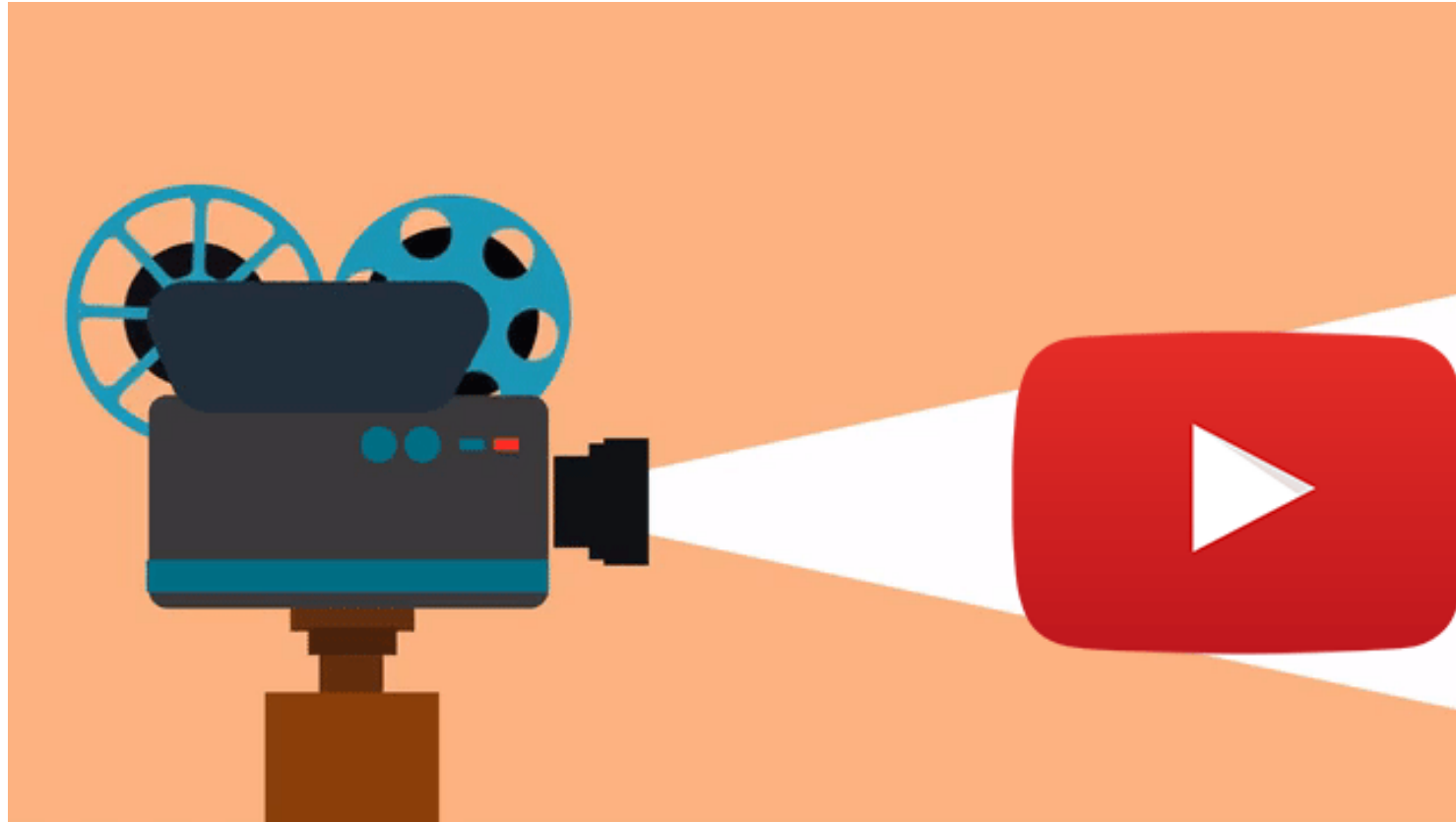

FUND LANDCARE

Webinar

Tuesday 18 Dec 2018, 2.30pm



This webinar will be recorded



Introduction

- Why we developed the Fund Landcare platform
- Types of campaigns
- Setting up your campaign
- Promoting your campaign
- Launching your campaign
- Tour of Fund Landcare
- Win!
- Questions



Why we developed the Fund Landcare platform?

- Wanted to support the Landcare community
- Landcare community needs help and resources
- Easy way to fundraise
- Access to Landcare Australia's DGR status
- All funds go back to the Landcare community



Type of campaign



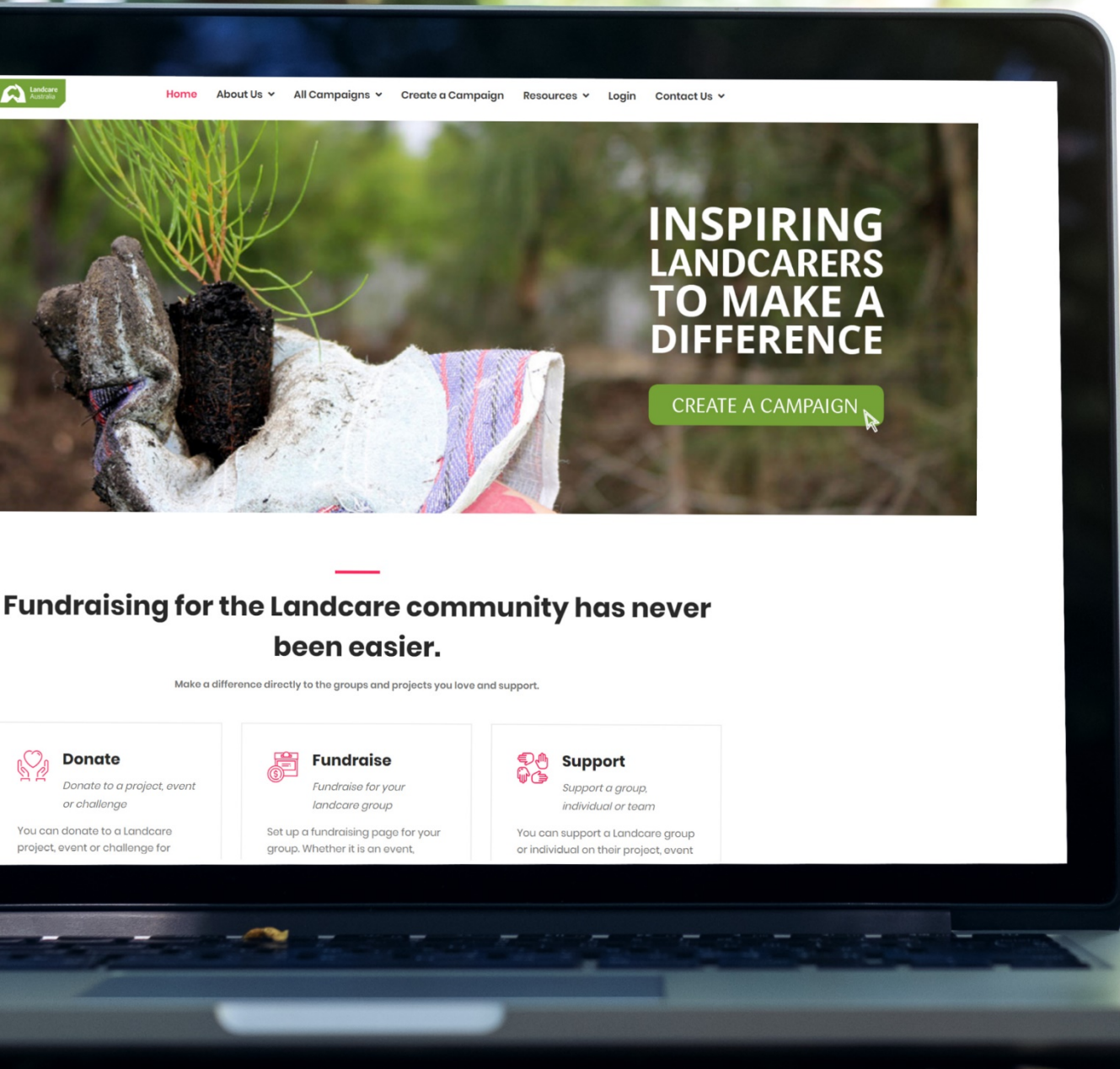
Projects



Events



Challenge



WHAT IS THE SECRET TO HAVING A SUCCESSFUL FUNDRAISING CAMPAIGN?

BEFORE YOU START YOUR PROJECT

Before you start

- You need a project to raise funds for!
- Are you eligible to be part of Fund Landcare?
- How much should I raise?



SETTING UP YOUR CAMPAIGN

Set your target

- Set a realistic target for your project
- Consider the following:
 - ✓ What does it cost to do your project?
 - ✓ How many people do you have already in your database or email list?
 - ✓ How much time do you have to put the campaign together and promote it?



How long should you run your project for?

30-40 DAYS



LET ME CHECK MY CALENDAR

Writing up your campaign

- Make a short elevator pitch
- Talk about the need/issue
- Describe the project
- Tell your supporters how they will make a difference
- The most important component of your campaign is...

YOUR STORY

Which one would you donate to?

Example 1:

We are going through a drought here at Southern New England and need some funds to run workshops for our farmers. Please donate to our campaign.



Example 2:

Karen is a farmer of Southern New England Landcare. Farmers in the region are facing the toughest drought ever recorded. "It's absolutely shocking," There are hillsides near Tamworth covered with eucalyptus trees that are all dying. I've never seen it like this before."

Our Landcare group are raising funds to support the farmers locally by running workshops to assist them with drought resilience and also with mental health.

Our goal is to raise \$10,000 to run these workshops. A donation of \$30 or anything you can afford will make such a big difference!

Images makes all the difference!



After someone donates, what should you do?



PROMOTING YOUR CAMPAIGN



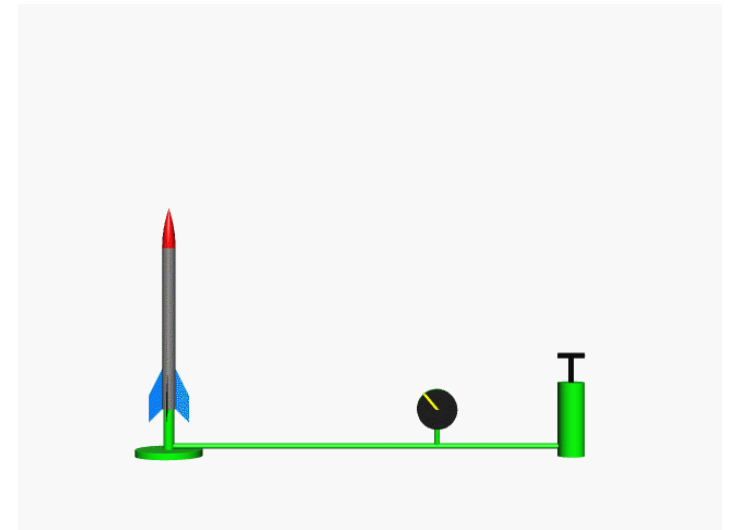
Get your potential supporters on board

- Create a team of people to spread the word
- Create a promotional plan
- What is the key message to tell your supporters?
- General rule:
 - ✓ Contact your core people first
 - ✓ Contact any influencers that you may have access to.
 - ✓ Contact everyone else

LAUNCHING YOUR CAMPAIGN

Launching your campaign

- The first FIVE days of your campaign are critical
- Create a Facebook event
- Launch on a Monday or Tuesday
- Get your volunteers or yourself to donate first
- Have a competition
- Approach local businesses
- Pitch an interesting angle to local media
- Race to the finish line
 - ✓ Post daily on social media
 - ✓ Follow up on promises
 - ✓ Message all the people
 - ✓ Thank everyone





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INSPIRING LANDCARERS TO MAKE A DIFFERENCE

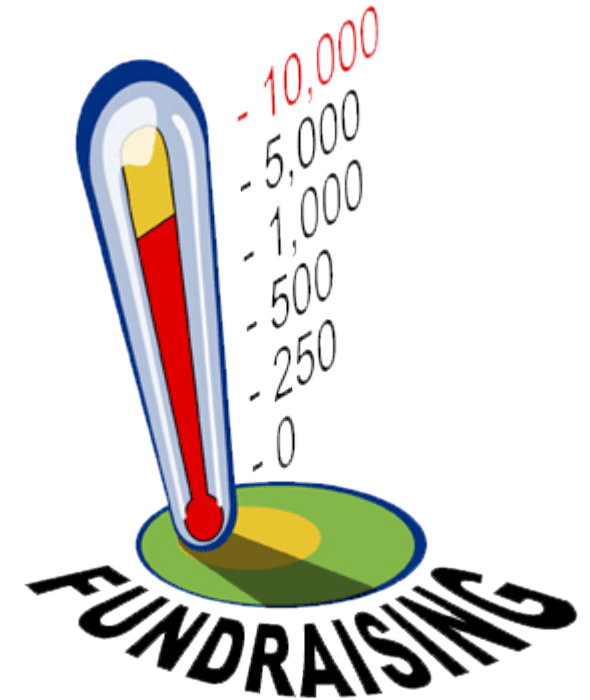
[CREATE A CAMPAIGN](#)



SETTING UP YOUR EVENT OR CHALLENGE

Setting up your event or challenge

- Set your goal for your event/challenge
- How long should you run your event/challenge page?
- Make a short pitch
- Tell your story!
- Don't forget the event details



DEVELOP A FUNDRAISING PLAN

Develop a fundraising plan

- Key to your success – It's all about a conversation!
- Use social media
- Email your supporters



Example of an email

E-mail Subject: Help me reach my [project/event] fundraising target!

Hi [Insert Name]

As you may already know, I am a massive supporter of Landcare. I am [raising funds for a project/participating in an event/participating in a challenge] called [Insert Event Name].

[Insert a paragraph on why you are doing this project/event challenge and why it is important for the area – keep it to 100 words or less]

This is why I need your help.

Your donation can give me the boost I need to reach my fundraising target for this [project/event/challenge], a cause that is so close to my heart.

I have set a target of \$[Insert your target amount] and I need your help to reach it. Your donation will get me over the finish line and help [insert Landcare group name] in achieving their objectives.

Simply click the link below to view my fundraising page and make a donation:

[Insert your fundraising page URL]

You will automatically receive a receipt for your wonderful donation.

Thanks for your support!

[Your name]



Why we ask for 5% administration fee

- 2.5% from third party platform
- 2.5% from Landcare Australia for administration and to run and improve the platform



Landcare can help set up your campaign

Need help in creating your project or event?

The fundraising team is here to help you make your campaign successful.

We can help you with the following:

- Writing and setting up your fundraising page
- Developing a promotional plan
- Developing a fundraising plan

Whatever your request is, we can help you.

Please note:

- Landcare Australia will charge a management fee in developing and creating the campaign. Please contact us to discuss prices.
- All request for fundraising services must be submitted in writing 20 business days prior to launching your campaign.
- Landcare Australia has the right to cease any fundraising activities if there is evidence that it may be detrimental to the name of Landcare Australia.

Please contact Rob Novotny on (02) 9412 1040 or email
fundraisingsupport@landcareaustralia.com.au



Competition

Let Rob help you set up your project and develop your plan for FREE!

All you need to do is tell me your story in 200 words on why your group needs funding!

QUESTIONS?