

Corporate Fundraising Quick Guide



Thank you for choosing to get your workplace involved in raising funds for vital cancer research! Together we're helping women forever.

Get your team's Fundraising Page ready!

1. **Upload your logo** as your team's photo
2. **Update your page bio to** share why your workplace is involved in fundraising for the Mother's Day Classic
3. **Share your page URL with your workplace.** Post a link to donate in Slack, email your team, or inquire if you can share your fundraising page on your intranet or internal newsletter
4. **Ask for donations** and remind your colleagues that every donation over \$2 is tax-deductible! Many workplaces also offer Dollar Matching for fundraising.
5. **Thank your donors** and let them know the positive difference of their contributions.

Host a Fundraiser at work!

- **Host a Trivia:** Organise a lunch-time Trivia game with a \$10 donation to attend
- **Cake Stall:** Encourage colleagues to bring baked goods to sell in the office for a good cause
- **Pink Day:** Host a pink-themed casual clothes day work with a \$5 donation
- **Pot Luck Team Lunch:** Encourage colleagues to bring a plate to share and ask to donate what they'd spend on a purchased lunch
- **Run a raffle:** Ask around or connect with a local business or friends to donate a prize to raffle off.
- **Café-free May:** ask your colleagues to swap their takeaway coffee for a \$5 donation every workday in May in the leadup to Mother's Day.
- **Your Team T-Shirt:** Auction off placement on your custom Team T-Shirt for Event Day to local businesses, or even colleagues!



Good luck with your fundraising!

If you require an Authority to Fundraise letter, contact us:

fundraising@mothersdayclassic.com.au

Principal Partner

Founding Partner

Proceeds to

