

# Fundraising Checklist

## Why - the cause or project

Know which project specifically you're fundraising for so you can tell people how great it is and why you're raising funds for it! It can also help to set an achievable fund raising goal, so that everyone who helps and everyone who donates can feel really satisfied when you reach it!

## What kind of fundraiser?

There are all kinds of ways to raise funds – from cake stalls and garage sales to house parties and gigs, pageants, bike races, talent shows, raffles, selling crafts, all sorts!

## When is the right time?

It can help to hold your fundraiser on an important date – such as Transgender Day of Visibility (March 31), or Transgender Awareness Week (Nov 13 - 20). Another good time is during Pride Month, or close to another rainbow community event, so you can do some promo together.

## Who will participate?

Volunteers who will help organise, play at your gig, bake a cake, put up posters, lead a crafting session, showcase their talent. Volunteers could be friends, family, schoolmates, workmates, you could put a post in an online group, or ask that band you love if they would be interested.

Participants who will attend your gig, buy your cakes or crafts, come to your house party. Participants will depend on your fundraiser; for example you might invite friends to a house party, but a concert or bake sale would probably be a public event. Consider accessibility.

## Where will it be held?

For public events, consider cost, accessibility, public transport, and convenience. A park is free and perfect for sports and picnics, but maybe doesn't suit a formal event or gig (unless you have professional sound equipment). A stall or raffle can be held at a pre-existing event like a local veggie market, church event, Rainbow Community event, or your front lawn if you live on a busy street!

## How will you tell people about it?

Noticeboards in cafes, social media, email, text, and tell your friends, write a press release and publish it on Scoop, or contact Phantom Billstickers - they can print and place a number of free posters for charity events.