

# Community Fundraising Tool Kit

Join a team of Lifeline  
Legends



**Lifeline** Saving  
Lives

Crisis Support. Suicide Prevention.

# Lifeline Legend

**Thank you for choosing to raise funds to support our life-saving work.**

Funds raised for Lifeline enable us to answer more calls on our 24 hour telephone crisis support service – 13 11 14, help grow our online crisis support chat service, recruit and train more volunteers and continue to expand our suicide prevention support programs and awareness. Suicide is a national emergency in Australia, by raising much needed funds for Australia you will be joining a team of Lifeline Legends.

# Stats and talking points

## Suicide in Australia:

Suicide is the leading cause of death for Australians aged between 15 and 44 years.

Suicide is a complex issue with devastating impacts on individuals, families and communities.

Lifeline believes that many Australian lives lost to suicide can be prevented, through compassion, connection, capability, and campaigning.

Visit [www.lifeline.org.au/suicide-stats](http://www.lifeline.org.au/suicide-stats) for current suicide statistics in Australia.





You can use this Fundraising Tool Kit to help you plan a successful fundraising event.

# Step 1

## Choose your event

Pick a fundraising activity you can organise for fundraising. If you pick an activity you are comfortable with and will appeal most to your friends and family. These networks are often the ones who will support you the most!

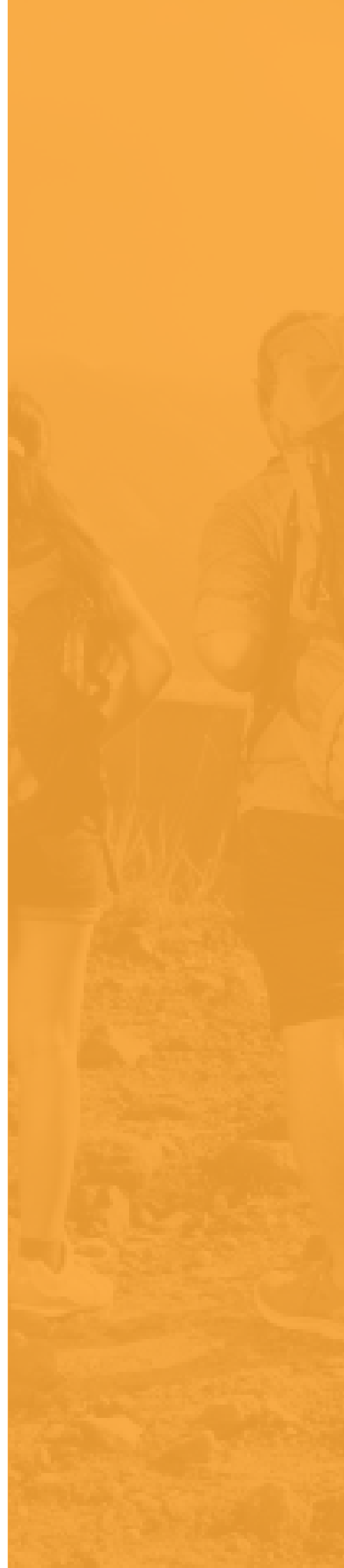
# Step 2

## Seek formal permission to fundraise from Lifeline

Once you have confirmed your activity, please complete and sign the [Fundraising Proposal](#) and email it to Lifeline: **CommunityFundraising@Lifeline.org.au**.

The following types of activities are NOT endorsed or permitted to be conducted on behalf of Lifeline:

- Telemarketing
- Door to door fundraising
- Alignment with any alcohol, tobacco or gaming organisations.



# Step 3

## Permission to Fundraise

Your proposal will be reviewed within two weeks of receipt, and if successful you will receive a Permission to Fundraise letter from us. This letter will only be provided once Lifeline is satisfied that the proposed activity meets our guidelines.

Lifeline reserves the right to refuse or revoke permission to fundraise if:

- The Lifeline Community Fundraiser fails to meet the guidelines and/or;
- There is a real or perceived risk to individuals and/or;
- There is a real or perceived risk to the Lifeline brand.

Once you have obtained the Permission to Fundraise Letter, you may start your fundraising activity.

*If permission to fundraise is revoked all monies fundraised using the Lifeline brand must be provided to Lifeline.*



# Step 4

## Build a Fundraising Page

Set up a fundraising platform page via Everyday Hero [www.everydayhero.com/au](http://www.everydayhero.com/au) or Go Fundraise [www.gofundraise.com.au](http://www.gofundraise.com.au). These free platforms make fundraising efforts easy. You can design your own page to support your event, set fundraising targets, share the link via social media and email and watch your fundraising grow! These platforms also generate tax deductible receipts for your donors so you don't have to. The funds are directed straight to Lifeline so you don't have to be concerned about depositing or carrying large sums of money.

# Step 5

## Start promoting your activity

Once you have established your fundraising page, dates have been set, invitations sent, make sure to share it!

Raising funds can seem daunting but you'll be surprised how many of your contacts support, and/or donate! Be sure to email, Facebook, Instagram, talk, remind and encourage your friends, family, colleagues, sports clubs and local businesses to get involved and donate!



# Step 6

## Depositing Funds

If you have cash donations please deposit to Lifeline within 28 days of completion. Using the following details.

**Account name: Lifeline Gift Fund**

**Account number: 483311793**

**BSB: 112-908**

**Institution: St George**

**NB:** If donating via EFT email [giving@lifeline.org.au](mailto:giving@lifeline.org.au) with the following details so a tax receipt can be issued:

- Date of donation
- Amount donated
- Contact details





# Community Fundraising Guidelines

## Proudly Supporting Lifeline Logo

Lifeline has a dedicated 'Proudly Supporting Lifeline' logo which can be used by members of the community hosting their own events and campaigns to raise funds for Lifeline. The use of this logo is at the discretion of Lifeline, and all printed promotional materials featuring Lifeline's name and logo need to be approved by Lifeline Australia before print and distribution by emailing [CommunityFundraising@Lifeline.org.au](mailto:CommunityFundraising@Lifeline.org.au)

Once you have received a Permission to Fundraise Letter, you are permitted to use the following terminology in the branding of your event: Proudly Supporting Lifeline. See below for correct and incorrect examples.

**Correct:** Peddling Across the Nation – Proudly Supporting Lifeline

**Incorrect:** Lifeline's Peddling Across the Nation (i.e. we do not give authority for your event to be branded a Lifeline activity.)

## Merchandise

Lifeline has limited resources for merchandise.

## Social Media

We strongly encourage you to use social media to share and promote your fundraising activities. Please remember to follow the Lifeline Australia social media channels (see below) and try to 'tag' Lifeline in your posts when referencing Lifeline and Lifeline services. This will increase the likelihood of Lifeline sharing your posts and promoting your activity, and keep us up to date on how your fundraising is going. We ask you be mindful of others and their opinions when promoting your fundraising via social media and in conjunction with Lifeline. Any comments that are considered offensive or harmful will be deleted. For further information on social media use please refer to Lifeline's Social Media Guidelines, via [www.lifeline.org.au](http://www.lifeline.org.au)

 **Facebook: Lifeline Australia**

 **Twitter: @LifelineAust**

 **Instagram: Lifeline Australia**

 **LinkedIn: Lifeline Australia**

## Media

When or if you are generating publicity, Lifeline reserves the right to approve any media releases, artwork, or description of Lifeline and Lifeline services before publishing and distribution. We encourage talking about suicide, however appreciate that it is a sensitive topic and needs to be reported appropriately.

Mindframe

[www.mindframe-media.info](http://www.mindframe-media.info) is an excellent resource with tips on how to report and portray mental health and suicide to reduce potential harm to vulnerable members in the community. It is always important to provide help seeking information, like calling Lifeline on 13 11 14 when reporting or portraying suicide. If you are in any doubt about any communications you have developed or wish to communicate please contact us: [communityfundraising@lifeline.org.au](mailto:communityfundraising@lifeline.org.au)

## **Self-Care**

Suicide is a sensitive topic, many people connect with Lifeline because they themselves have been personally touched by suicide. We absolutely advocate for self-care across all our avenues of business including our community fundraisers.

If at any time you are feeling distressed or in crisis please call 13 11 14 (24 hour crisis line). We also recommend encouraging others to call 13 11 14 if in crisis or 000 if you believe there to be an immediate risk to life.

## **The Lifeline community fundraising team cannot:**

Release donor, volunteer, employee or other mailing lists for the purpose of additional solicitation of funds from outside groups.

Allow Lifeline staff to solicit monetary or in-kind sponsors or donors on your behalf.

Offer funding for an event or reimburse event organisers for expenses incurred to manage an event.

Guarantee promotion of your event or fundraiser in Lifeline publications or other marketing channels.

Be responsible for selling tickets to your event.

Guarantee Lifeline staff attendance at your event.

Guarantee merchandise.

Assist in the attainment of licencing, permits or permissions in relation to your event i.e. liquor, food preparation and lottery permits. Consider contacting local council and authorities if your event is large and may require permission and/or presence of ambulance etc.

Guarantee contacts or make contact with Lifeline Ambassadors or Board members on your behalf.

## **How we can help you:**

Answer any queries you have regarding your event and offer advice and encouragement;

Will provide a necessary letter of permission to validate the authenticity of your event or project and its organisers;

Provide proudly supporting logos of which their use in the production of promotional tools need to be approved before distribution.

Provide limited digital or physical merchandise.

# Volunteering for Lifeline

**There are other ways  
to support Lifeline if  
community fundraising is  
not for you.**

Every day all around Australia, Lifeline is seeking to recruit volunteers. Lifeline is looking for people from all walks of life who would like to make a commitment to regular volunteer work and who are willing to learn new skills, support others and work within the vision and values of Lifeline. Lifeline relies on over 11,000 Volunteers nationwide to support Lifeline's crisis support line, help raise funds, work in Lifeline Shops, work at book fairs and events or conduct administrative duties. If you would like to consider volunteering for Lifeline visit [www.lifeline.org.au/volunteer](http://www.lifeline.org.au/volunteer)



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