



The Perth to Laverton Cycling Classic

**September
09th - 16th
September 2023**

FUNDRAISING GUIDE



www.cyclingdevelopment.org.au



MAKE

Youth Mentoring

A

Community Development

DIFFERENCE

INTRODUCTION

Each rider in the Perth - Laverton Cycling Classic is required to raise a minimum of \$3,000 in donations.

These guidelines have been created as a resource to assist you in achieving your Perth - Laverton Cycling Classic fundraising goal.

Included are a few simple fundraising ideas, major fundraising events supporting the PLCC, contact details and other information to help you on your way.

GETTING STARTED

The first step is setting up your fundraising portal here:

<https://asf.org.au/projects/cycling-development-foundation/perth-to-laverton-cycling-classic-2023>

Scroll to the bottom and click sign up. Add your introduction, a photo and your \$3,000 goal and you'll be all set. You'll be sent a link to your email address that you can share with your friends and family and on social media.

You will be sent an invitation via email to join a private Facebook group. This group is where we keep registered riders updated with the ride preparations and fundraising, and the riders can share fundraising ideas and plans and communicate among themselves.

Like and share the Perth Laverton Cycling Classic Facebook page

<https://www.facebook.com/Perth-Laverton-Cycling-Classic>

to keep your network updated on the ride activities and raise awareness of what you're doing.

BRANDING

The Chamber of Minerals and Energy Perth to Laverton Cycling Classic name, brand and logo

The PLCC is represented by the CDF logo. This must be used appropriately and you must request and receive approval before using it. The logo cannot be altered in any way and must not be displayed or used to promote any event that does not directly benefit the Laverton Cycling Project or the CDF. The connection with your event and the PLCC needs to be identified correctly. Examples of wording include:

“Proudly supporting the Perth-Laverton Cycling Classic 2023”

“Part proceeds go to the Laverton Cycling Project”

Promoting your event as being run by PLCC is not acceptable.

For Example:

“Perth-Laverton CC Dinner”

“Perth-Laverton Cycling Classic Art Exhibition”

Under no circumstances are the manufacture of materials or merchandise bearing the Laverton Cycling Project or Perth-Laverton Cycling Classic logo or branding permitted unless prior written approval has been obtained.

Fundraisers are not to use the Cycling Development Foundation, Laverton Cycling Project or Perth-Laverton Cycling Classic branding or logo in any way that would put the foundation, its staff or stakeholders into disrepute or create confusion.

YOUR RESPONSIBILITIES

As with any organisation, there are certain responsibilities we ask our community fundraisers to accept prior to undertaking fundraising activities.

- You must comply with any obligations under the Charitable Fundraising Act and state regulations. Any necessary permits or licences to fundraise must be secured by you. If you are unsure, the PLCC committee will assist with this process and point you in the right direction.
- You need to ensure a safe event, including appropriate public liability insurance, and first aid if required. For larger events the Cycling Development Foundation may be able to provide insurance coverage for you.
- All funds must be directed to the PLCC within 14 days of the event taking place.
- You must not employ the use of unsolicited telemarketing, door-to-door collections or street appeals in connection with your event.
- Children under the age of 16 must have parental consent when undertaking a fundraising event.
- You must inform the PLCC committee of any criminal convictions. Such disclosure will not necessarily impact your participation in the ride or associated events.
- You must fully agree to release Cycling Development Foundation staff and stakeholders permissible under the law for all claims and demands of any kind associated with the event.
- CDF and the Perth-Laverton CC committee reserves the right to withdraw support for the fundraising event at any time if it appears there is a likelihood of the organiser breaching any of their responsibilities.
- If you are acting on behalf of an organisation, you are responsible for obtaining appropriate approval for your fundraising event.
- At times, even the best of intentions can become undone by unforeseen circumstances. If this occurs, please pick up the phone and talk to the Ride committee. They are here to help you.

MANAGING MONEY

As the fundraiser you are responsible for ensuring the financial management of your event.

We are using the Australian Sports Foundation fundraising portal to manage our donations. There are instructions on setting up your portal at the start of this guide.

Collecting Funds

Donors can deposit money directly into your ASF fundraising account, which will go straight to your individual tally. They will receive a receipt which they can later use to claim on tax.

Money raised from your fundraising activities can be deposited straight into your individual fundraising account, or if it was a group effort, divide the money between yourselves as appropriate.

Your Costs

Any costs you incur and deduct from funds raised must be fair and reasonable, and may only include expenses directly related to the event such as: venue hire, catering, etc.

As a volunteer you cannot claim personal time organising the event as an expense. No costs may be incurred in the name of the Perth-Laverton Cycling Classic or the Cycling Development Foundation.

Sending your funds to the Perth-Laverton Cycling Classic

Once your event is over, please deposit the funds into the appropriate ASF account(s) within 14 days.

***The Australian Tax Office rules that donations are not tax-deductable if a person receives goods or services in return for the money given (i.e. the purchase of any services or items, raffle/auction competition tickets, event entry tickets etc) For further information visit the ATO website: www.ato.gov.au**

****Money received from public fundraising activities and deposited to your account by yourself cannot be claimed on tax.**

SOCIAL MEDIA

Social Media can be a powerful fundraising tool if used well.

Post regular updates, including your fundraising link, to your personal page. This could include reports and photos from your training rides, updates on your tally, and details of your latest fundraising project.

The Perth-Laverton Cycling Classic have a dedicated Facebook page. Sharing our updates and events can help raise support for the other riders events, and keep your network in touch with what you're doing and why you're doing it.

Facebook events are a good way to spread the word of your fundraising projects, for ease of sending out through the various pages and for other riders to share directly to their personal pages.

If you are creating a Facebook event yourself, you will need to make sure it's set to public, otherwise we can't share it. This needs to be done in the original setup and can't be changed afterwards.

If you need assistance or would like it created through the PLCC page, email training@exerciseinstitute.com.au.

CADBURY FUNDRAISERS



Fundraising with Cadbury Chocolates and the Natural Confectionary Company lollies is an easy way to raise funds and increase awareness of your efforts in the Perth - Laverton Cycling Classic.

A carry box can be placed around the workplace, schools or sporting clubs etc. or divided up between team members. The chocolates are easily accessible with no preparation required. Head to the Cadbury Fundraising website for a list of their products and pricing [http:// www.fundraising.com.au/](http://www.fundraising.com.au/)

- Determine how much you would like to raise (you can raise up to \$30 per carry box, based on RRP)

- Choose which range of products you would like to sell

- Place your order with Cadbury:

Online: <https://www.fundraising.com.au/Order-Here>

Phone: 1800 809 444 (free call, except from mobiles)

Orders will be confirmed by phone within 48 hours

- The minimum order is 12 boxes. Speak with your local consultant if you want to order

less than 12 boxes – they may be able to help

- Products will be delivered within 4 working days of orders being received

- Start selling!

MOVIE NIGHT

Love the movies?

Why not hold a fundraising event at your local cinema!

- Contact your preferred cinema to discuss film and screening options, all films are subject to film distribution approval.

- The cinema will provide you tickets at rates that have been discounted from the standard box office pricing.

- These tickets are provided to you for you to resell onto guests, at a price determined by you.

- Additional fundraising options may include discounted candy bar combos.

- Contact your local cinema for more details and specific requirements.

SAUSAGE SIZZLE

What would Aussie fundraising be without a traditional sausage sizzle?

Bunnings sausage sizzles and cake stalls are enjoyed by thousands of Bunnings customers every week and are a very popular and easy fundraising activity for PLCC Riders.

They can, however, book up to 6 months in advance, so if you are thinking about hosting a Bunnings Sausage Sizzle, you might need to get in quick.

Bunnings stores also provide community groups with the opportunity to host an awareness table in the foyer, which allows groups to talk to customers about their cause and fundraise.

Alternate venues could be your community or your workplace.

OTHER SUGGESTIONS

- Car Wash
- Barbeque
- Cocktail evening
- Wine and Cheese Night
- Karaoke
- Bike Rally
- Card Night
- Raffles
- Curry Nights
- Bake Sales
- Quiz Night
- Art Exhibition
- Morning Tea
- Dinner Party

CONTACTS

General Enquiries

E: info@cyclingdevelopment.org.au

Social Media / Administration Enquiries

Harrison Aves

E: haves7899@gmail.com

Perth-Laverton Cycling Classic Enquiries

Sabine Bird (Laverton Cycling Project Co-ordinator)

coordinator@cyclingdevelopment.org.au

FUNDRAISING TIPS

1.Begin with a donation to yourself

This is a great way to show others that you are dedicated to the cause and your fundraising activities. External research has shown that supporters who have a donation on their fundraising profiles, tend to raise more

2. Share regular updates

Post updates, photos and thank you messages on your own social media and networking profiles. It is a great way to show your progress and development across training.

Keep a tally in your office and let your friends and colleagues know how many training km's you've cycled. A dollar a kilometre, can go a long way.

3. Tell people what reaching your target mean

Include information about the PLCC and the Laverton Cycling Project. Your efforts have an incredible impact on the West Australian community, so let people know what you're achieving.

4. Personalise your emails

Make your communications personal. People want to know your motivation for riding over 1000kms. Send targeted emails to your connections and build on your relationships.

5. Ask for a specific amount

Sometimes people are unsure of how much to donate, which can make them hesitant. Asking for a specific amount creates a clear message and quickly adds up.

6. Follow up

Everyone is busy; if you have asked someone to donate and they haven't, don't be afraid to send a friendly reminder. They may have simply forgotten.

7. Timing

Schedule a few separate times to ask for donations - after a long training session, Pre and Post Ride.

In the lead up to Christmas, many businesses may be looking to make a socially responsible corporate donation on behalf of key stakeholders in lieu of corporate gifts.

8. Thank donors

Don't forget to thank your donors personally and to recognise and show your appreciation to those who have donated or supported your efforts.

9. Share the Impact

People have supported you because they want to help you make a difference to something you care about. Once the ride is complete let your donors know what you have achieved because of their support.

OUR VALUED EVENT PARTNERS



Rinnai



CASHMANAGEMENT