

How-to-guide



Fundraising

Your guide on making the most out of your event!

In this document you'll find:

- Planning tips and must-do's
- Fundraising ideas
- Handy links



Life Flight
Saves time · Saves lives

Why your support matters

When time is critical and a life is on the line, we are here. Every single day, four people will need the help of our Westpac Rescue Helicopter or Air Ambulance Plane.

The Life Flight crew are here for everyone in their time of need. Check out some of our recent Patient Stories.

For each mission we need to raise \$4,000 from the community. With your support, we are there for those who need us.



We provide 24/7 emergency air services



We respond every 6 hours to medical emergencies



We fly more than 1,200 people every year



We've helped more than 36,000 patients since we started operating.

None of this would be possible without the generous support of New Zealanders like **you**.

Thank you! Let us start by saying how much we appreciate your support, your gift of time and talent will help us spend time and money focussing on saving lives.

Every little bit helps, so whether you already have an idea for a fundraising event or you want to help but don't know where to start, this guide is a great place to start.



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Let's go! Follow these easy steps to start you off in the right direction – you'll be flying high with us in no time and helping our crew to make those emergency flights.



1. Fundraising ideas
2. Things to consider
3. Understanding what Life Flight can do to support your activity
4. Registering your activity with Life Flight
5. How to collect funds
6. How to gift funds
7. Share the love

Step 1: Fundraising ideas

You've got an idea to create your own fundraiser for Life Flight, and you're raring to go - excellent! Whether you're thinking about a quiz night, a bake sale, kicking a habit or going for a run, this (document) page has some great resources to help you.

Or

You're keen to help fundraise for Life Flight, but you're unsure how. Maybe these ideas will help get you started...



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At work:

Hold a bake sale, soup lunch or lunchtime quiz
Hold a small raffle with donated prizes
Run a competition with an entry fee (e.g. Baking contest, guess the lollies in the jar, themed desk decorating or similar)
Organise a golf day with prizes and raffles from donated items
Organise a sports/activity tournament

At school:

Arrange a gold coin mufti day
Hold a bake sale, or similar
Organise a sponsored activity for students like a relay, tech-free day or day of silence
Put on a concert/show or karaoke competition
Organise a sports/activity tournament
Charge students to enter a competition (e.g. guess the lollies in the jar, themed selfie or photo comp or similar)
Organise a movie night in the school hall
Book sale

In the community:

Run a quiz night at a local venue

Run a bake sale at a local market
Organise a sponsored relay
Hold a movie night at the local cinema with a raffle
Organise a family fun day
Run a scavenger hunt
Organise a dance, show, comedy show, magic show or concert
Fashion show
Bingo night

At home:

Host a meal for family and friends
Get family and friends to sponsor you to achieve a goal – it could be running, biking, swimming or something non-physical
Host a dinner party
Pamper party for your friends
Ask people for donations in place of a celebration gift (e.g. Birthday, Christmas, wedding)
Sell homemade crafts or kitchen creations

Personal challenges:

Beard/head shave
Break a bad habit challenge
Get sponsored to take part in an extreme experience (e.g. bungee)

Sponsored swim, run, walk or bike ride

A month of fitness
Make a world record attempt

The ball is in your court,
so design a fundraising activity
that suits your capability and
capacity.

Once you have an idea locked in,
follow the steps in this document
to help bring your vision to life!



Step 2: Things to consider



Set goals: decide how much you would like to raise. This is a great way to stay motivated and helps others see how their contribution supports you in reaching your target.



Keep it simple: don't overcomplicate things. Often the most straightforward ideas are the most successful fundraisers. You can spend more time focusing on raising money, and it's easier to get buy-in from other supporters and contributors when they understand your activity.



Share the load: ask others to take responsibility for particular tasks. Whether this is family and friends or people in your community, set up a working group and work to everyone's strengths. Ultimately, more helpers mean more money will be raised for the cause.



Corporate help: approach local businesses or your employer to make a donation of services, products or funds to support your activity. You'll be surprised at what support you can get, but you won't get it if you don't ask. Please check in with Life Flight before reaching out to sponsors.



Save the date: when setting a date for your activity, ensure you've left yourself enough time to organise things and promote what you're doing. Check the date works for any key people you need to have involved.



Set a budget and stick to it: try to get the required things donated, but if you need to spend some money, be sure to set a budget to keep costs down. Keep a record of how much you are spending as you go, and where possible, get multiple quotes to ensure you're getting good value for money.



Get in touch: we always love hearing about how our community is fundraising for us and seeing what amazing things people are doing.



Find a venue: if a venue is needed for your activity, then book this in early. Ensure the venue is suitable for the activity you have planned, is the right size and is free or cost-effective.



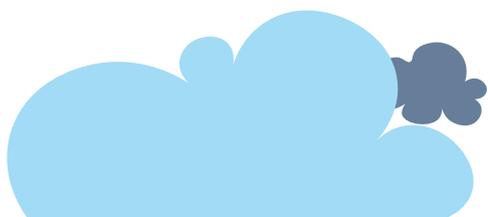
Promote your event: decide who your target audience is for your fundraiser and the best and most cost-effective ways to reach them.



Have fun: remember to have fun at your event. The more people enjoy it, the more money they'll give!



Take pictures: it's a great thing to look back on and remember how much fun you had, and remember to tag Life Flight if you post them.



Step 3: What Life Flight can offer

The Life Flight team will help you where we can, but please understand that as a charity our time and resources are limited. Here is an overview of how we can support you:

Support Pack

When you register your activity with Life Flight you will be sent a fabulous pack crammed with fundraising tips, promotion pointers, our official Life Flight Supporter logo, images, videos and other information relevant to your planned activity.

Life Flight representation at your activity

If you would like to have a Life Flight representative attend your activity for any purpose, please get in touch with our team. We're a small team so unfortunately can't make any promises, but we will see what we can do to make this happen.

Equipment and prizes

We do have a few items we could send out to you for display at your event, or possibly some giveaways. Examples include – banners, collection buckets and bibs.

Tax receipts

Typically, we supply one tax receipt per donation. If you have specific requests, please talk to our friendly team at info@lifeflight.org.nz in advance.



“I support Life Flight because they save many lives, and that means a lot to people”.

- Solomon, ran an iceblock sale at his local school with his friends

Step 4: Register your event

Join #TeamLifeFlight by registering your fundraising activity with us!

Once we receive your registration, we'll email you a fabulous pack of fundraising materials. This is crammed with fundraising tips, promotion pointers, our official Life Flight Supporter logo, images, videos and other information relevant to your planned activity.

(Note: much of this will be a repeat of what's on the website to drive the information home)

Step 5: Collecting funds

Givealittle:

The easiest way to collect funds is online - It's free and easy to set up a page on [Givealittle](#) and choose Life Flight as the beneficiary. You can also check out past fundraising campaigns set up by other supporters to give you some ideas.

Supporters who raise funds online often raise more money than people fundraising offline.

Cash or bank transfer:

If you choose to collect the funds through cash or banking, all you need to do is keep track of what you collect. See 'Ways to Pay In' ([link](#)) to learn how to transfer these funds to Life Flight at the end of your fundraiser.



Step 5: Gifting your funds



Online Fundraising page:

If you have created an online fundraising page through Givealittle, then all the funds can be deposited onto this page. This is a great way to show supporters how much you raised, but it also streamlines the process for our team (and you!).

Bank Transfer:

You can transfer the money directly into our Life Flights Trust bank account:

Account name: Life Flight Trust

Account number: 03 0578 0048481 08

Please include your name as the payment reference and your activity reference number in the particulars.

Website donation page:

You can visit <https://www.lifeflight.org.nz/ways-to-donate/> and follow the instructions to donate directly via our website.

Important information

Safety with Money

When collecting or taking payments, ensure that any cash is secure by using a cash box with a lock or a sealed collection bucket. Wherever possible, have two people available to count or transport cash, and get it to the bank as soon as possible after the event.

If you are ever confronted by someone demanding the cash, please hand over the money and do not put up a fight. This should then be reported to the police as soon as possible.

Data Protection

Make sure any electronic or paper record you keep about people involved in a fundraising activity or event complies with data protection law. As a rule of thumb, don't keep information about people any longer than you have to. Don't share information or data about someone without their permission.

For more information, visit

<https://www.data.govt.nz/toolkit/privacy-and-security/data-privacy/>

Contractors and Suppliers

If you're planning to use suppliers for equipment or services, use a reputable company – and stick with local where you can. Ask to see a copy of their Public Liability Insurance and risk assessment in advance. If anything looks unsafe on the day, stop the activity immediately.

Obtaining Licences and Permissions

Some parts of your planning activity or event may require a licence. For the sale and/or supply of alcohol, please contact your local Council at least 2 months in advance.

Additional resources and support for safely serving and/or supplying alcohol at your event can be found here <https://www.alcohol.org.nz/>.

For live or recorded music, please check the requirements here: <https://www.apraamcos.co.nz/music-licences>.

For showing a film or performance of a play, please check the requirements here: <https://www.nzmotionpictureindustry.org.nz/film-public-performance-licencing>.

Note that your event venue may already hold a licence, so discuss with them first if relevant.

Food Safety

Suppose you're planning to serve/provide food as part of your fundraising activity. In that case, you must follow strict food handling and preparation guidelines.

For more information visit www.foodsafety.govt.nz.

If you are using a caterer or food truck, you must ensure that they have a food hygiene certificate and public liability insurance.

First Aid

You may need to have first aid provision at your activity or event. This will depend on how many people are involved, the type of activity, and what first aid facilities are already available at the venue.

If you think you might need first aid support, check with an organisation such as Wellington Free Ambulance or St John's Ambulance. They will be able to advise you further and may be able to provide first aid support for your event.

Safety

It is essential to be safe while fundraising. Make sure you do not risk your own safety or the safety of others. There are some legal regulations to follow while taking part in fundraising and/or running an event.

Follow the professional advice of equipment manufacturers and staff supervising any facilities. Events need to be adequately risk-assessed to find, reduce and control the risk to all those taking part and members of the public attending.

It is best practice to complete a risk assessment form to show that you have considered and mitigated any potential risks around your activity or event.

Life Flight cannot accept liability for any loss, damage or injury suffered by yourself or anyone else due to taking part in a fundraising event organised in aid of Life Flight.

In addition to health and safety issues, please consider possible risks to Life Flight's reputation. If you are using third parties, please check these are reputable organisations. If the nature of your event may be considered controversial by some, or if you have any questions about health and safety requirements, please contact us.

Step 6: Share the love!

We can't wait to see all of the awesome, crazy ways you have decided to fundraise for Life Flight. Be sure to take plenty of photos, so you can look back and remember the good (and sometimes hairy) times and to show other people that it's fun to fundraise!

You can tag us on Instagram (@lifeflightnz) and on Facebook (@LifeFlightTrust). Or, you can email any photos to events@lifeflight.org.nz.



We're here to help

Once again, thank you for choosing to fundraise for Life Flight. Your support means we can be there for Kiwis wherever, whenever.

If you have any questions about starting up your own fundraiser, then please feel free to call us 04 920 2242, or email events@lifeflight.org.nz.

