



**Big Brothers Big Sisters
of New Zealand** *Tuakana Teina*



COMMUNITY FUNDRAISING GUIDE

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FUNDRAISE FOR BBBS AUCKLAND

Thanks to the generosity of our community, Big Brothers Big Sisters Auckland is able to provide children in our region with professionally supported mentoring relationships every year.

You can fundraise for Big Brothers Big Sisters Auckland in many different ways - whether it's hosting an event, running a marathon, or holding a bake sale - all funds raised will go directly to children in need across Auckland.

We are here to support your fundraising efforts. Please get in touch to chat about your idea, get more information, or ask for help on auckland@bbbs.nz



WHERE YOUR MONEY GOES

Whilst Big Brothers Big Sisters mentors are volunteers, a lot of time and effort goes in to recruiting, vetting, and training before they are able to be matched with a child. Concurrently, all children in our programme are assessed and trained prior to being matched with their mentor. Big Brothers Big Sisters provides ongoing support and guidance throughout the match by registered social service professionals, hosts events for our matches, and supports the mentors with the ongoing costs involved with their weekly outings. Big Brothers Big Sisters relies solely on the support of the community to facilitate our matches, and it is your generous donations that allow us to run.

Some of our ongoing costs include:

- \$60** provides a vital four hour training session for a mentor
- \$40** covers the intake of a child into the programme

Or, choose to support a match for:

- \$1800** — for a year
- \$150** — for a month
- \$35** — for a week

ABOUT BIG BROTHERS BIG SISTERS

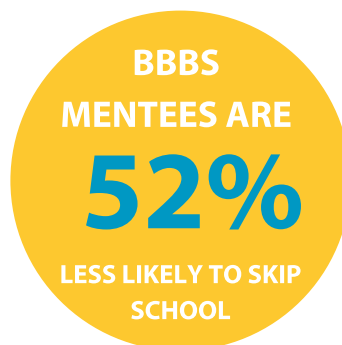
Big Brothers Big Sisters mission is: to make a positive difference in the lives of tamariki through strong and enduring, professionally supported, mentoring relationships.

Research highlights the powerful, positive and lasting impact that mentors can have on our young people. The Big Brothers Big Sisters model of mentoring has been affirmed by rigorous, ongoing external evaluation. This independent research has shown the positive relationships between tamariki and their Big Brothers and Big Sisters have a direct and measurable impact on young lives.

Put simply, we provide children with something they need - a positive, consistent role model.



At a glance



HOW WILL YOU FUNDRAISE?

Host an event

Almost any event can be turned into a fundraiser for Big Brothers Big Sisters!

Make sure your event is something you think people will want to attend, and plan well in advance - there's nothing worse than sending out invites the week before and not having anyone show up! We recommend giving people at least four weeks notice prior to your event.



Event ideas

- Host a bbq or morning tea
- Bake sale
- Mufti day
- Dress up day
- Sports tournament
- Host a quiz night
- Movie night
- Dinner party
- Breakfast
- Musical performance

Undertake a challenge

Maybe you're an avid social media user who wants to challenge yourself to take a break from screens for a month, or you want to undertake your first 5k? Whatever your challenge, you can use it to raise funds for Big Brothers Big Sisters. Challenges are one of the most effective ways to fundraise for charities, as your friends and family will be excited to see what you can do! If you're not sure what you'd like to do, get in touch with us and we can help.

Celebrations and memorials

More and more people are choosing to celebrate an exciting event in their life by raising funds for a cause they care about. Whether you're planning a wedding, birthday party, or other celebration, you can ask your friends and family to donate to BBBS in lieu of gifts.

You can also choose to remember those who have passed by donating to a charity that is close to their heart. Big Brothers Big Sisters can help you set up online fundraising pages to support you in celebrating the life of your loved one by making a difference in the lives of children in the community they loved. Contact us on auckland@bbbs.nz with any queries.

WHAT TO DO BEFORE YOUR FUNDRAISER

Choose something meaningful

If you're a marathon runner, chances are that people won't be jumping to donate to you running a 5k! If you're doing a challenge, pick something that's just that - challenging! People will be more likely to support you if they see you are doing something that's pushing your limits.

Share your why

Why are you fundraising? Maybe you've had a mentor in your life that has supported you, or having a Big Brother or Sister would have been something that would have benefited you as a child. Whatever your why, make sure you let your funders know what it is!

Set your target

How much do you want to raise? Having a tangible goal in mind helps keep you motivated and your donors engaged. And who knows - maybe that great-aunt you only see at Christmas might see your goal and get you over the line!

Identify your funders

Whilst Mum and Dad are pretty much obligated to support you, it can be tricky to know how to approach people outside your circle. Make a list of people you think might support you, and group them according to how much they might donate. You'd be surprised at how many people are willing to give to a good cause!



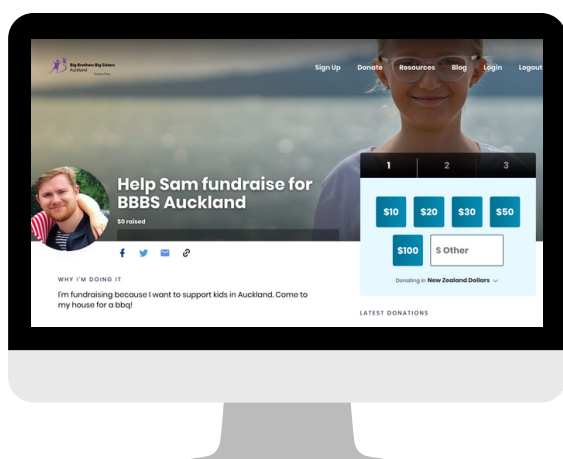
DURING YOUR EVENT OR CHALLENGE

Asking your friends and family to donate can be really daunting. Making sure you've followed all the steps above can help to encourage people to donate without you having to approach them individually. However, reaching out to people can be one of the most effective ways to fundraise - remember, giving makes people feel good, and most people want to support people they care about! BBBS is always here to help with any concerns.

Share, share, share

Let everyone on social media know about your fundraising efforts! You don't need to limit it to one post - keep on updating your followers of your progress. People might need to see your event a few times before they decide to donate. You can also reach out to friends and family with visits, phone calls, or messages.

It's always good to write to your potential donors with an individualised message to ask them to support you - BBBS has templates you can use.



Make the first donation

This shows your funders you're serious about your cause, and gets the ball rolling for your friends and family to support you!

Take photos

Document your progress with photos and videos every step of the way - people will want to see pictures of you succeeding!

Ask again!

A friendly followup never goes amiss - maybe someone intended to donate but forgot to. Checking in with them again might be the push they need!

Celebrate your milestones

Let your funders know when you've achieved a goal - maybe you're halfway to your target or you've reached a pivotal point in your training.

Give thanks

Make sure your funders know how much you appreciate them supporting your cause. Individually reach out or tag each donor as a shout-out as soon as you can after each donation!

Tag BBBS

We'll share your cause on our channels to help you reach more funders. You can email us your pics at auckland@bbbs.nz

AFTER YOUR EVENT OR CHALLENGE

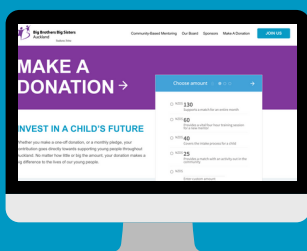
Send us your donations

If you've done your fundraising online through our platforms, then you don't need to do anything else - the money comes directly to a verified bank account of Big Brothers Big Sisters Auckland. If you took donations with eftpos or direct debit, there are a couple of options you can use.

WEBSITE

Visit our website at:

**bigbrothersbigsistersauckland.
org.nz/make-a-donation/**



DIRECT CREDIT

Our bank account:

BBBS Auckland

Account number:

02-0290-0473438-000

Please use your name as the
reference

Cash donations

You can put the cash donations directly into your bank account and then transfer them to Big Brothers Big Sisters Auckland, or you can contact us at auckland@bbbs.nz to arrange a time to drop off, or for us to collect your donation.

Thank your donors

Make sure you reach out and thank your donors! Send each donor a personalised thank you message, and remember to give them an update on how much you raised, as well as what your donation will mean to Big Brothers Big Sisters. We have templates you can use if you're not sure what to write!

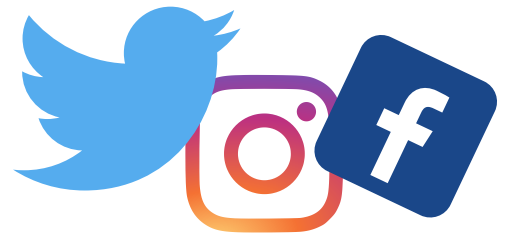
TEMPLATES

Big Brothers Big Sisters have a variety of templates for you to use to support your fundraising. Keep scrolling and you will find them all below - we've compiled a handy list of all our templates for you on this page.

- **Social media guide**
- **Letter of authority to fundraise**
- **Email template**
- **Thank you template**



SOCIAL MEDIA GUIDE



Harnessing the power of social media is a great tool to maximise your fundraising efforts! Sharing your fundraiser on Facebook, Instagram, Twitter, or LinkedIn gives you a reach wider than your immediate friends and family. Make sure you keep on updating your followers of your progress - you may find that someone you don't expect wants to help push you over that fundraising finish line!

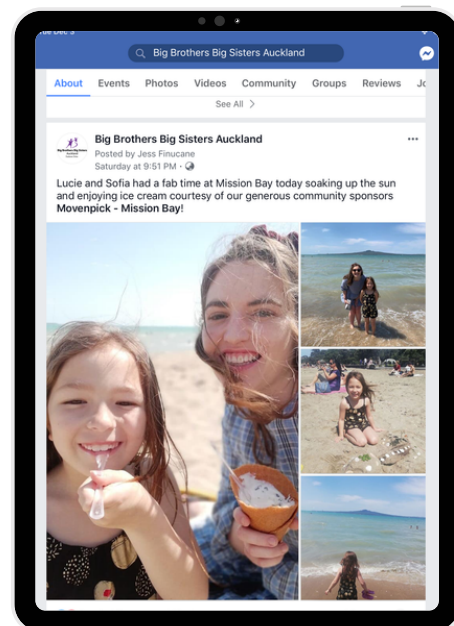
Check out our social media tips and tricks below to maximise your fundraising impact.

Tips and tricks

- Make your posts engaging - share your why with each fundraising post, and a funny or relevant photo never hurts!
- Tag Big Brothers Big Sisters Auckland in your posts - we can share them to help spread your message to a wider audience.
- Thank and tag your donors - this will increase the likelihood that their friends will see it and may be compelled to donate to your cause!
- If you're supporting us for a specific event, keep an eye out for our event hashtags and use these if you choose.
- Create a Facebook event and invite friends interested in your fundraiser - you can post updates and photos on your event page!
- Share your progress, milestones and goals - don't make every post an ask for donations.
- Don't post on other people's pages without permission.

Facebook

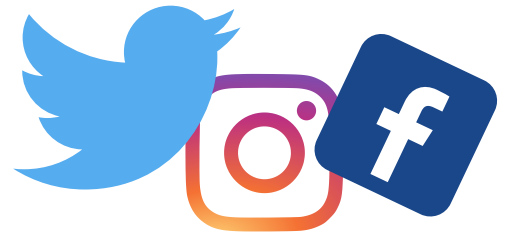
@bigbrothersbigsistersauckland



Sample Facebook post

40,000 children in Auckland live in unstable homes. I'm excited to be hosting an [EVENT TYPE] to help @bigbrothersbigsistersauckland provide a child with a caring, reliable mentor. [LINK TO URL] #EventHashtag

SOCIAL MEDIA GUIDE



Instagram

@bbbsauckland

- This probably goes without saying, but Instagram is THE place for photos! Share your journey, fundraising progress, and updates - whatever content you think your followers will engage with most.
- Instagram doesn't let you link to URLs in your photo captions - put the link to your campaign in your bio, and use the hashtag #linkinbio to direct people there.
- Make sure to tag @bbbsauckland - we love to see your photos!

Sample Instagram posts



Thanks to @USER, I'm now halfway to my fundraising goal for @bbbsauckland! If you'd like to get me to the finish line, check out my donation page #linkinbio #EventHashtag

Fundraising for @bbbsauckland is keeping me fit! I'm now able to run a whole kilometre without stopping! Your donations are giving me motivation to keep on going - there's still time to donate over on my fundraising page. #linkinbio #EventHashtag

Share with us!

We love to see your photos of your fundraising journey. You can send your photos and videos to auckland@bbbs.nz, tell us your why, and we can share it on our social platforms. Or, simply tag us in your post!



www.facebook.com/bigbrothersbigsistersauckland



@bbbsauckland

LETTER OF AUTHORITY TO FUNDRAISE



[INSERT DATE]

To whom it may concern,

On behalf of Big Brothers Big Sisters Auckland, we authorise the support of:

[ORG OR INDIVIDUAL] who will be raising funds to support BBBS Auckland.

Big Brothers Big Sisters Auckland appreciates the support of our generous community fundraisers, who allow us to provide children in need with stable, positive role models. We estimate there are 40,000 children in Auckland who could benefit from the presence of a mentor in their lives. Financial support allows us to expand our programme, and provide more children with professionally supported mentoring matches.

Caregivers tell us that having a mentor in their child's life makes the world of difference. Our rigorous studies have shown that children in our programme are 52% less likely to skip school, 46% less likely to use illegal drugs, and 33% less likely to behave aggressively. These statistics show only a small part of the enormous impact a mentor can make to a child in need.

Simply put, we give children what they need most - a caring, reliable adult role model who they can look up to.

Should you have any queries about fundraising for Big Brothers Big Sisters Auckland, please do not hesitate to get in touch with me.

A handwritten signature in black ink that reads "Jess Finucane".

Jess Finucane

Programme Manager

jessica@bbbs.nz

021 141 7418

EMAIL TEMPLATE

REQUESTING DONATION

Dear [NAME],

I've chosen to support Big Brothers Big Sisters Auckland because [INSERT REASON] (i.e., I had a mentor, I wish I'd had a mentor). I'll be hosting/completing [INSERT FUNDRAISER TYPE] on [DATE] and I would love your support!

It costs \$1800 per year to support a mentoring match through Big Brothers Big Sisters Auckland, and I have set myself a fundraising target of [INSERT AMOUNT] so I'm able to support as many children as possible. You can help me by donating here [INSERT URL].

Big Brothers Big Sisters Auckland provide professionally supported mentoring services for children in need across the Auckland region. They have many children on their waiting list who are desperately hoping they can be matched with a mentor soon. These children may not have a positive role model in their lives, or they may be struggling with the aftermath of turmoil in their young lives. A mentor can help them see new possibilities for themselves, and I want to be a part of helping them do that.

\$130 covers the entire cost of supporting a match for a month

\$60 provides a vital four hour training session for a new mentor

\$40 covers the intake process for a child

\$25 provides a match with an activity out in the community.

No matter the gift you give, it goes a long way towards supporting the most vulnerable in our society - our children, and for this I thank you.

Warm regards,

[INSERT NAME]

THANK YOU TEMPLATE

Dear [NAME],

I wanted to thank you for your generous gift of [INSERT AMOUNT].

Big Brothers Big Sisters Auckland were able to provide support for 40 matches last year, and thanks to generous donors like you, they will be able to expand their service to meet the needs of Auckland's children.

On behalf of all the children who are benefiting, and will benefit from, having a caring mentor in their lives, I thank you.

Warm regards,

[INSERT NAME]

THANK YOU

Thank you for supporting Big Brothers Big Sisters Auckland. We appreciate all your hard work so much, and we wish you the best of luck with your fundraiser.



**Big Brothers Big Sisters
Auckland**

Tuakana Teina

