

# Act for humanity



**Thank you for acting for humanity by raising funds for the life-changing work of Red Cross. Your support will help us ensure nobody in Australia faces crisis alone.**

At Red Cross, we see the very best in humanity every day. We see people's strength through adversity. Their resolve to seek a better life for themselves, their families and communities. And we see you, showing that you care. Thank you for taking action to help people going through hardship or crisis, by turning your passions and interests into an act for humanity.

Whatever your act, in this guide you'll find everything you need to make it a huge success.

Whether you're hosting an event, sharing a skill or committing to a personal challenge, we've included simple steps and tips to ensure your act has impact.

We're here to help, so if you need any support, additional fundraising tools or just want to talk us through your act to make sure you're on track for a fundraising feat, call us at Act for Humanity HQ on 1800 RED CROSS or 1800 733 276. You can also email us [contactus@redcross.org.au](mailto:contactus@redcross.org.au).

We're grateful for the action you're taking, because when it comes to helping humanity, every act counts.

Thanks again,

**The Act for Humanity team**

# Host an event or share a skill



## Host

Are you going to bring your favourite people together to hold an event? Perhaps a dinner party, BBQ or trivia night? Whatever event you are hosting, here are some helpful steps to make your act easy.

## Share

Have you got a hidden talent that would bring joy to others? Can you hold a workshop with friends and family to share your skill – tennis, golf, yoga? Teach others to play an instrument or get crafty together by knitting, jewellery making or painting. Whatever your skill, you can follow these steps to success.



### Save the date

This is the first and most important step to get you on your way. Select a date for your act and then plan accordingly.



### Plan your event

Have you thought about where you're going to hold your act?

Is it suitable to hold at home or work, or will you be holding it online? Or do you need to book a venue? If so, make sure you leave time to book the venue if required.

Your event is all about bringing people together and raising money for Red Cross, so make sure you choose somewhere that has plenty of space for your act and your mates!

Set a clear budget for your event, and don't be afraid to ask for prizes, services and venues to be donated. You might be surprised at how generous people can be when it's for a good cause!

Hosting your act at work? Ask your boss to dollar match.

Encourage your employer to support your event by dollar matching what you and your colleagues raise. Your employer will probably have an annual budget for donations, not to mention it's tax deductible.

What about a theme? Setting a theme for your event could make it even more fun – it could be a Go Red for Red Cross party!



## Personalise your online fundraising page and get started

To raise funds you could set an 'entrance fee' to join your event or let guests make a donation amount of their choice to be part of your act.

The easiest way to collect donations is for guests to make their donation to your fundraising page.

### QR Code

Download and print out your personal QR Code from your [fundraising profile dashboard](#). Guests will be able to scan this with their phone and make a donation directly to your page.

If you receive cash on the day banking details are provided below.

You can further raise funds by organising a raffle or auction at the event.

Using your online fundraising page is a simple and secure way to raise money.

Here are five simple steps to set up your page:

1. **Upload** a profile picture
2. **Add** a personal story to tell everyone why you're acting for humanity
3. **Post** updates to keep your supporters in the loop
4. **Kick start** your fundraising by making a donation to your own page
5. **Share** the link to your page via social media, email or text to spread the word.

Don't forget you are part of a community of people acting for humanity. Connect with them in the [Act for Humanity 2022 Facebook group](#).



## Spread the word

If your act is invite-only, download our invites template or set up a Facebook event to invite guests and share any event updates.

If your act is for everyone, download our event posters and use them to help spread the word in your office, school, or local community.

Let people know about your social event by sharing it on socials.

Share your online page on social media to drum up attendance and donations.

An event page on Facebook is great for promoting your event, managing RSVPs and getting people excited for what's to come. The more people that come, the more fun you'll have and the more money you'll raise for Red Cross!



## Get ready for the big day

Make sure you have everything you need for your act – a checklist is always useful.

Don't be afraid to ask friends and family for help with preparing for your event, and of course, if you need any extra resources or help from us, don't hesitate to get in touch with the team.



## Don't forget to say 'thank you'

It's always a nice touch to say or send a big thank you to everyone who helped make your event possible; the people who helped, the venue managers, anyone who donated goods or prizes, and of course your generous guests who attended and made your event a success by donating.

The money raised from your event will contribute to making a difference for thousands of people overcoming loneliness and disadvantage. Don't forget to share the final total raised so your guests can feel proud of what you achieved together. Send an email or use our downloadable Thank You certificate to share the great news.



## Send in your money

If all your donations were made to your fundraising page – you're finished! High five and well done. If you received cash, banking your funds is easy. Just make a direct bank transfer remembering to reference your full name so that we can identify your deposit:

|           |                                |
|-----------|--------------------------------|
| Bank      | Commonwealth Bank of Australia |
| Name      | <b>Red Cross Calling</b>       |
| BSB       | <b>063 010</b>                 |
| Acc No.   | <b>1096 4232</b>               |
| Reference | <b>RCC and your full name</b>  |

# Challenge yourself



Are you up for a challenge? Is there a personal goal you'd like to achieve? You could run a half marathon or run 5kms a day for a month. You could commit to knitting five trauma teddies or writing a letter a day for a month to people living in aged care homes. Or perhaps there is a hike you've always wanted to do.

Turn your challenge into an act for humanity and ask your network to sponsor you to complete it. Here are our helpful tips to make your challenge a fundraising success.

## 1. Pick and plan your challenge

Do something that inspires you and will inspire others. Think about everything you'll need to complete your challenge – equipment, clothing, support crew, location etc.

Don't be afraid to ask friends and family for help preparing for your challenge. Even better – why not invite them to do the challenge with you? If you need any extra resources or help from us, don't hesitate to get in touch with the team.

Go big, have fun and be creative.

## 2. Personalise your online fundraising page and get started

To raise funds ask your networks to sponsor you to complete your challenge. The easiest way is by sharing your fundraising page on social media, via email and text.

You can also set up a Facebook fundraiser using the link provided on your fundraising profile dashboard.

If you receive cash donations banking details are provided in step #5.

Using your online fundraising page is a simple and secure way to raise money.

Here are five simple steps to set up your page:

- **Upload** a profile picture
- **Add** a personal story to tell everyone why you're acting for humanity
- **Post** updates to keep your supporters in the loop

- **Kick start** your fundraising by making a donation to your own page
- **Share** the link to your page via social media, email or text to spread the word.

Don't forget you are part of a community of people acting for humanity. Connect with them in the [Act for Humanity 2022 Facebook group](#).

## 3. Spread the word

Let people know about your challenge by sharing it on socials.

Share your online page on social media to drum up donations.

If you need to prepare or train for your challenge film yourself and post your video to your social profiles. People love seeing their friends doing something fun and videos are more engaging.

Make sure you get a video of yourself doing your challenge and share that too. Be sure to include your fundraising page link in your post so people can donate to cheer you on.

## 4. Don't forget to say 'thank you'

It's always a nice touch to say or send a big thank you to everyone who helped make your event possible; the people who helped, and of course your generous sponsors.

The money raised from your event will contribute to making a difference for thousands of people overcoming loneliness and disadvantage. Don't forget to share the final total raised so your guests can feel proud of what you achieved together. Send an email or use our downloadable Thank You certificate to share the great news.

## 5. Send in your money

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