

FUNDRAISING TOOLKIT

EVERYTHING YOU NEED TO START
FUNDRAISING FOR YOUR LOCAL
LANDCARE | OZFISH PROJECT





WELCOME TO THE OZFISH LANDCARE PARTNERSHIP

THANK YOU FOR CHOOSING TO SUPPORT AND FUNDRAISE FOR THE LANDCARE | OZFISH PARTNERSHIP PROJECT – DRIVING FISH HABITAT ACTION

OzFish Unlimited and Landcare NSW have joined forces to engage local communities across NSW to improve their local waterways.

The awareness and funds you raise locally are really important to us, and your dedication and time means a lot.

This fundraising kit contains everything you need to start your fundraising experience.

Your kit includes:

- steps to start fundraising
- fundraising ideas
- social media tips
- ways OzFish and Landcare NSW can support you locally
- fundraising resources

If you have any questions, don't hesitate to contact us on **1800 431 308** or **info@ozfish.org.au**



ABOUT OZFISH

WE BRING PEOPLE TOGETHER WHO CARE ABOUT FISHING TO PROTECT AND RESTORE THE PLACES WE LOVE TO FISH

There are less fish in our rivers, estuaries and inshore reefs than ever before. Our once-healthy waterways have been impacted over decades by human intervention, placing the future of recreational fishing at risk.

85% of inland rivers have been degraded.

More than 50% of seagrass beds and wetlands have been lost.

90% of our shellfish reefs have been destroyed.

Restoring fish habitats is critical to recovering Australia's fisheries.

OzFish Unlimited is a national charity and partners with the broader community to invest in the protection and restoration of our waterways, counteracting decades of degradation.

OzFish supports recreational fishers to take control and restore their local fishing grounds.

OzFish's active work includes fish habitat restoration such as resnagging, riverbank planting, fish ways, shellfish reefs and other projects such as monitoring river health and educating future generations.

An aerial photograph of a winding river with a red car on a dirt road crossing it. The river is surrounded by lush green and yellow vegetation. The text 'ABOUT LANDCARE NSW' is overlaid in large white letters.

ABOUT LANDCARE NSW

MANY HANDS ONE VOICE

Landcare NSW is the peak representative body of community Landcare groups in the state.

With over 60,000 active Landcarers in NSW, Landcare NSW acts as the conduit between local communities and key decision makers, working to ensure that local communities are supported at every level by providing advice, resources and representation for our Landcarers.

We promote and advocate for ecologically sustainable development in NSW in partnership with governments, philanthropists and the community.

Landcare is a community-based approach to managing and protecting our natural resources – creating more productive and sustainable farms, conserving our environment and building more cohesive and resilient communities.

JOINT PARTNERSHIP DRIVING FISH HABITAT ACTION



OZFISH UNLIMITED AND LANDCARE NSW HAVE JOINED FORCES TO EMPOWER LOCAL COMMUNITIES ACROSS NSW TO IMPROVE THEIR LOCAL WATERWAY

Focusing on on-ground works the partnership will enable genuine collaboration between two strong and mobilised groups with like-minded goals to work together to restore and improve habitats in local rivers and waterways.

Some of the project work may include, fish hotels, re-snagging, riparian vegetation, vegetative filter strips, litter clean ups, seagrass re-seeding, fish

habitat mapping, removing in-stream barriers, pump-screening, stock fencing and troughs, saltmarsh restoration and oyster shell recycling to restore shellfish reefs.

The Program is a collaborative endeavour of Landcare NSW and OzFish Unlimited, supported by the Department of Primary Industry's Recreational Fishing Trust.



RESOURCES AND SUPPORT

We have a range of resources that your local project team can use to give to potential donors, businesses, volunteers or participants in recognition of their support. We'll have printable fact sheets, posters and information flyers which are valuable for handing out to the community.

Get in touch with info@ozfish.org.au to find out how we can help you. We can also provide you with our logo if you're keen to create your own promotional material.

WHAT WE CAN PROVIDE:

- Approval to use the partnership logos on authorised material
- Images for use on social media
- OzFish Unlimited and Landcare NSW material such as information leaflets, posters etc
- Tax receipts to donors (for gifts over \$2)
- A Letter of Authority to show that your event and activity has our joint approval and is genuine
- A thank you certificate once your activity is finished to acknowledge your support
- Answer any queries you have regarding your proposed activity and offer advice and encouragement;

WHAT WE CAN'T DO:

- We're unable to provide ambassadors to attend or promote your event.
- Due to limited resources OzFish Unlimited is unable to help generate publicity for fundraising activities or provide promotional assistance. We can however provide guidance and support to you and your joint team.
- We do not sell merchandise but please do let us know if you plan on creating your own using our logos.

GETTING SUPPORT FROM LOCAL SPONSORS

HOW DO I GET LOCAL BUSINESS TO SPONSOR OUR HABITAT PROJECT?

The million dollar question. Unfortunately, there's no magic answer.

You have to think strategically and plan rigorously. It is important to remember the difference between donations and sponsorships when approaching a local business. For businesses, sponsorship offers the opportunity to publicise the organisation's name through its association with a local project, raising its profile and image.

A sponsorship does not necessarily require money. It can involve the provision of services, goods, administrative support or marketing assistance in return for brand exposure to a new audience, often referred to as in-kind.

Step one is to know how to talk about what you're doing and trying to achieve. This info kit will help set you up. Ask local businesses in your area about donating venues, prizes and goods and services. You will be surprised how generous they can be if you just ask.

Think about what can you offer a business:

- Displaying a business's logo on a volunteer shirt, or on equipment used by the volunteers.
- Providing the business with naming rights to a community event to raise funds for your project.
- Providing a car or vehicle, branded with the community group's name and the business or car dealership.
- Distribution of partner's material to local OzFish members (where we have asked and received permission from members as per Privacy Law requirements).
- Sales of partner's product at your functions.
- Display of the sponsors logo on your social media accounts and quoted in media coverage.
- Display of partner's logo in your local advertisements and marketing materials.
- Signage at events.

We have standardised templates to help open up a conversation with potential

GETTING SUPPORT FROM LOCAL SPONSORS

CONTINUED



WHAT DO I NEED TO CONSIDER BEFORE APPROACHING LOCAL SPONSORS?



BOATING ■ CAMPING ■ FISHING

OzFish Unlimited major corporate partner: **BCF - Boating, Camping, Fishing** sponsorship contract outlines limitations to obtaining sponsorship from competing businesses. Please ensure you're not approaching sponsorship from competing stores.

If this is relevant to your local project and community or you are unsure, please get in touch with OzFish Unlimited onon **1800 431 308** or **info@ozfish.org.au**

AWEARNESS RAISING

SOCIAL MEDIA TIPS

Using your social media accounts is a great way to spread the word about your local project. It gives you the chance to tell a story in a very visual and meaningful way.

We strongly encourage you to use social media to share and promote your activities and generate awareness of your fundraising. Please remember to follow the OzFish Unlimited and Landcare NSW social media channels (see below) and try to 'tag' using the @ symbol in your posts when referencing either organisation.

This will increase the likelihood of our national pages sharing your posts and promoting your activity, and keeps us up to date on how your project is going. We ask that you do not create new facebook pages (including event pages) for the project and utilise existing Chapter pages to localise content ensuring its relevant and meaningful for your audience.

For further information on social media use please refer to Social Media Guidelines, via www.ozfish.org.au or www.landcarensw.org.au.

Here are a few tips to get you started:

- Keep post content brief
- Use video as much as possible.
- Use images that are eye-catching and relevant to the story.
- Use a hashtag that reflects your motivations and already exists.

For example: #BetterHabitatBetterFishing #ManyHandsOneVoice #ForFishingFuture

FACEBOOK

@landcareNSW @OzFishUnlimited

INSTAGRAM

@ozfishunlimited

TWITTER

<https://twitter.com/LandcareNSW>
@LandcareNSW

<https://twitter.com/ozfishunlimited>
@ozfishunlimited



QUICK TIP!

DON'T SET YOUR TARGET TOO LOW!

You may be surprised by how deep your local supporters will dig to help you get across the line to reach your goal. Raise as much as you possibly can by trying to set an ambitious, but achievable, target.

VOLUNTEERING

THERE ARE OTHER WAYS TO SUPPORT THIS PARTNERSHIP IF COMMUNITY FUNDRAISING IS NOT FOR YOU.

Everyday we seek to recruit volunteers to help deliver projects. We're continuously 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 our vision and values. We rely on over volunteers nationwide to support our mission, help raise funds, plant trees, work at events, participate in collecting used oyster shells or conduct administrative duties. If you would like to consider volunteering for us both it's also a good way to support the partnership.



SO, YOU'VE DECIDED ON A PROJECT AND HAVE APPROVAL... WHAT NEXT?

1. Choose a fundraising idea

Have a look at the fundraising ideas or pick your own theme. There are so many ideas out there so get creative!

2. Set a goal

Decide how much you think you need to fundraise for the project. Be realistic: this will help you budget and help you understand what you have to do to reach that total.

3. Make a plan

- o Are you hosting an event?
- o Where will the event be held? Do you need to book the venue?
- o Set the date and time, check for other events/public holidays on the date.
- o How will you generate money? By selling items, or food? Holding a raffle?
- o Could you ask businesses or people to donate prize items or food?
- o Make a time schedule and always allow more time than you think you need!

4. Ask for help

Fundraising as a team is easier and more fun! Get friends and family members involved, especially if they have the right skills for the job!

5. Getting the word out

There are so many ways to tell the world about what you're doing; use email, text, social media or the local paper and radio! Personalise your communications and tell people why you are passionate about the cause (plus your fundraising goal!). Provide regular updates as to how you are tracking.

6. Draw up a budget

Plan how much you will spend (if any) and how much you think you can raise. Unfortunately, we cannot pay any expenses, but you can deduct necessary expenses from the proceeds of your event, ensure these are properly documented.

7. Enjoy the day!

After working this hard make sure you enjoy your day.

9. Bank and Thank

Saying thank you is so important. No matter how big or small, thank everyone who supported your fundraising campaign (it may motivate others to get fundraising!)

All monies should be deposited no later than two weeks after the fundraiser.

FOR MORE INFORMATION ON HOW WE
CAN SUPPORT YOUR UNIQUE PROJECT
NEEDS, PLEASE VISIT:

WWW.OZFISH.ORG.AU/NSWLANDCARE

1800 431 308

info@ozfish.org.au

