FUNDRAISING TOOLKIT

leukaemia & blood cancer new zealand

our mission is to care, our vision is to cure

welcome!

With a vision to cure and mission to care, Leukaemia & Blood Cancer New Zealand (LBC) are committed to improving the quality of life for patients and their families living with leukaemia, lymphoma, myeloma, and related blood conditions.

Since LBC first began in 1977, our work has been made possible through fundraising events and the generous support we receive from individuals, companies, trusts and grants. We do not receive government funding.

Thank you for putting your hand up to fundraise for LBC. Increasing demand for LBC's services challenges us to constantly improve and meet these needs.

We simply couldn't do it without amazing champions like you!

WHERE YOUR MONEY GOES

In 2018, supporters like you helped LBC host more support groups, give more financial assistance, and fund more research than ever before - and we don't want to slow down!

$424,471

given in research funding and grants

$141,001

given in financial assistance

18,725

patient and family contacts were made

FUNDRAISE YOUR WAY

When it comes to fundraising, the sky is the limit! The best fundraiser is the one you are most excited about - if you're a keen runner or cyclist, try a challenge event, while a kitchen whizz may prefer a bake sale, and a doting aunt or uncle could offer babysitting services. Whatever you do, the more time you have to plan, the better!

Take a look at some of our ideas below.

CELEBRATE

Donate your birthday, wedding or anniversary to LBC - just let family and friends know that you would prefer a cause close to your heart instead of a gift.

CHALLENGE

Combine your active goals with a fundraising target - there's unlimited options! Sign up for a major event like the ASB Auckland Marathon, set a personal challenge like cycling the length of the North Island, or commit to covering a certain number of KMs in a month.

IN MEMORY

Many of us know someone who has been impacted by blood cancers and conditions. Creating a dedicated tribute page in memory of a loved one is a beautiful way of honouring their journey.

WORKPLACES

Does your office have a sweet tooth habit you could pledge to break together? Ir perhaps there's another branch of your company that you could challenge? Workplaces are a great source of support, and LBC can provide resources to make reaching goals easy.

SCHOOLS

Get your school on board with a crazy hair or hat day, a mufti day, run a craft fair, or put your heads together and come up with something unique! We can help with posters, merchandise, and more!

Have an idea that doesn't quite fit these molds? No problem, you can fundraise your way! Plan it out using our Fundraising Plan and see our tips in this toolkit for getting the word out.

GETTING STARTED

Setting a goal

A realistic but challenging fundraising goal can help to motivate and inspire you and your supporters. Take some time to think about the size of your network - including family, friends, work or class mates, social groups, and anywhere else you have connections.

Creating your fundraising page

The easiest way to collect funds is to set up an LBC fundraising page, which will allow you to safely accept donations, track your progress, and thank your donors. All donations made to your fundraising page will come directly to LBC, so you don't have to worry about any banking.
To set up your page, head to our Community Fundraising Hub here.

TIP

Be the first to donate to your page! It shows your commitment and will motivate others to support you.

Make it personal

Include your personal story and photos on your fundraising page - people give when they can understand why the cause is so important to you. People who update their profile picture and story also raise more funds!

SPREAD THE WORD

Once you're set up and ready to go with your fundraising page, it's time to share your fundraiser far and wide! Check out some of our top tips for getting the word out.

- Post a link to your fundraising page on social media **- Facebook, Instagram, LinkedIn and Twitter** all work well!
- Send a **personal email** to your friends, family and colleagues explaining what you're doing and why it's important to you
- Print **our posters** and put them up in your office or classroom - just make sure you ask your boss or teacher first
- **Ask in person** - hearing how passionate your are about the cause and your reasons for fundraising will inspire those around you to help out
- Follow up! People often have every intention of giving, but it simply slips their mind. A **friendly reminder** is a great way to get those extra funds

PAYING IN FUNDS

If you've set up an online page, you won't need to worry about sending us the funds you raise.
If you receive cash donations, you can deposit these at your bank using the details below.

Account number:
02-0256-0141907-06
Account name:
Leukaemia & Blood Cancer New Zealand
Reference:
Your name

SAY THANK YOU

A heartfelt ‘thank you’ will mean the world to your supporters, and show just how much the cause means to you! Say it in person or over the phone if possible for a personal touch.
Once your fundraiser has finished, update everyone who supported you with your final total. Everyone likes to be a part of a success story!

DOWNLOADS

Simply click on the following images to download or print resources to help make your fundraiser stand out!

Fundraising Ideas

Poster

Fundraising Plan

YOU ARE OUR CHAMPION

Thank you for supporting Leukaemia & Blood Cancer New Zealand.

Champions like you make it possible for LBC to continue to support patients and their families living with blood cancer or a blood related condition.

If you need any advice or support with your fundraiser, please contact:

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