How to raise funds

If you've formed a community action group and want to start a project to reduce alcohol-related harm, the reality is, it's going to cost money. Photocopying, phone calls, producing resources, meeting expenses, and putting on events, all cost money. Here are a few ideas to get you thinking about how to raise those all-important funds.

Applying for a grant

Applying for a grant is a great way to fund your project. However, the process is very competitive. Make sure you find a grant that matches what it is you're seeking to fund and be clear and concise in your application. Here, you will find Local, State and Federal governments grants. Have a look at these tips on how to write a grant application. If you need help completing the grant application, we're here to help, so please contact us.

Hosting a fundraising event

There are lots of ways to raise funds for your project or program. Be innovative when coming up with ideas but make sure you keep your target market in mind. Here are some great fundraising ideas (courtesy of Lifeline):

Fun run/walk or bike ride event – charge an entry fee.

Gala ball with a theme – add a donation to the price of tickets.

Trivia night – charge an entry fee and hold raffles through the night.

Dinner and auction – ask local businesses if they'd like to donate goods to auction.

Girls/Boys night in – ask your friends to bring a dish, have a night in and donate the money they'd usually spend on a night out.

Wash cars, mow lawns, clean apartments or other odd jobs – offer your services to friends, family and neighbours and get them to make a donation in lieu of what they would normally be charged.

Movie marathon – get together with friends, share your favourite movies, grab some ice cream and popcorn and donate what it usually costs to go to the movies.

Seasonal or themed fair – hold a Valentine's, Easter or Christmas fair, selling crafts, cakes, cards and homemade gifts.

Second-hand clothing fashion parade and sale – ask the community to donate unwanted clothing, price the items, hold a fashion parade and sell them to the highest bidder.

Talent quest or karaoke night – dare people in your community to perform by sponsoring their talent!

Giant raffle – approach local businesses and encourage them to donate prizes for a raffle and ask if you can advertise the raffle in their business windows – the business gets brownie points for supporting a good cause and promotes your raffle at the same time!

Have you heard about crowdfunding?

Crowdfunding is all about raising money from a large number of people via the internet. People pledge money for the project of their choice and in return they receive a gift, an acknowledgement, an invitation to an event etc. Projects are required to have a clear funding goal and a fundraising time limit. If the project doesn't reach its financial target within the time frame, no money changes hands. Be aware that crowdfunding websites charge fees for successfully funded projects. What's involved?

Decide if your project is appropriate for crowdfunding.

Plan how you'll attract your friends, colleagues, networks and other supporters.

Write a story about your project to make it compelling to potential supporters (images and/or video might aid your pitch).

Create a budget for your project and identify a funding target.

Set the time limit you aim to meet your funding target within.

Decide on the reward/s supporters will receive.

Create your crowdfunding campaign on a crowdfunding website.

Spread the word about the project to your social media networks.

Here, you will find a list of crowdfunding platforms that may be suitable for your cause.