



Event & Fundraising Manual

LYME DISEASE ASSOCIATION OF AUSTRALIA

Ingredients:
Lime zest, sea salt

2017

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WELCOME

Thank you for agreeing to fundraise for the Lyme Disease Association of Australia! With your help, we can continue our vital work to gain recognition, treatment, training and research into tick borne illnesses in Australia.

To help you plan and manage your fundraiser, we've developed this manual. It outlines our eight-point checklist, insurance requirements, possible fundraising ideas and how to register your event with the LDAA. We think fundraising should be FUN, and so we want to help you make it as fun as possible, while still meeting all the necessary requirements.

So, from running a marathon to holding a garage sale – the type of event you hold is only limited by your imagination (and where applicable, your health). Organising a fundraising event could be an opportunity to get together with family or with friends, or you may wish to rise to the challenge of competing or achieving a lifetime ambition. By holding a fundraising event you may meet new people and have fun along the way.

Whatever you chose to do, or however much you raise, your support is appreciated and will be put to good use. The LDAA receives NO assistance or government funding so we rely heavily on you, our volunteers to help us achieve our fundraising objectives each year.



EIGHT-POINT CHECKLIST

1

Give yourself plenty of lead time to plan and organise the event. Come up with a unique event concept or see our Fundraising Ideas section for some ideas.

2

Set a financial fundraising target. Remember to ask your workplace if they will contribute too or match your fundraising efforts, or sponsor your event with a donation - it's worth asking

3

Make a list of who you will invite, and select a suitable date.

4

Book venues, or gain permission to hold your event from the relevant facility.

5

Register your event and select your merchandise on the LDAA website. Our events team will provide Public Liability Insurance if needed, brochures, and other marketing material like banners, where possible we will promote fundraising events through our social media, website and our monthly newsflash newsletter.

6

Use your social media account to advertise the event and invite your friends, use our media release for your local newspaper or television station.

7

On the day - Take photos of the day and share them with us for use on our social media, marketing. Remember to gain permission from those captured in the photographs.

8

Within 7 days of event - Promptly send in, or deposit the funds you have raised directly into our account, and provide LDAA a list of donors if you require tax deductible receipts for any donations over \$2. The list must show the donor amount for each individual receipt, the donors name and address.



IMPORTANT POINTS TO CONSIDER



You are representing the LDAA in your fundraising endeavours. Please keep events tasteful, friendly and fun, and ensure they are run with a community spirit.



Don't collect without permission. Although tin shaking is a great way to raise money, collections in public places like shopping centres, or city streets, will require permission from your local authority (or owner/Manager if it's on private property like a pub or café).



Always have health and safety concerns of your fundraising team and the public in mind when planning your event. If you have concerns about safety please think twice and/or ask for assistance.



There are strict, state specific laws for raffles or lotteries, please investigate.



You MUST be honest and transparent at all times. People like to know the money they donate in good faith is going to the charity advertised, so please ensure money raised in LDAAs name, goes to LDAA. If you are raising for any other cause at the same event, please let people know, including the LDAA prior to the event. Permission needs to be given by LDAA to allow co-fundraising for any event in our name.



Don't serve alcohol unless you are licenced to do so. Temporary licences can be applied for through the gaming department in your state:

TAS	https://www.treasury.tas.gov.au
WA	http://www.rgl.wa.gov.au
NSW	www.onegov.nsw.gov.au/New/licencechecklist
VIC	www.vcglr.vic.gov.au/help/what-liquor-licence-do-i-need
QLD	https://www.business.qld.gov.au/industries/hospitality-tourism-sport/liquor-gaming/liquor/licensing/applications
SA	www.cbs.sa.gov.au/licensing-and-registration/liquor/
NT	https://nt.gov.au/industry/hospitality/apply-for-a-liquor-licence



FUNDRAISING IDEAS

For Individuals or groups



- Cake stalls (or homemade jam, slices, crafts)
- Second hand goods garage sale (car boot sale, market stall)
- Funny photo caption competition
- Guess the beans in a jar
- Motoring event
- Quiz nights
- Car wash
- Art exhibition
- Sausage sizzle
- Fashion show
- Luncheon, dinner or a Ball
- Bingo night
- Flower show
- Lime themed afternoon tea using foods made with Limes
- Sponsorship – ask friend and family to sponsor an event

(climbing a mountain, reading books, head shaves, swimming laps, running a marathon).

A great way to have an event among friends is to have them pay a “participation fee” which is a donation to the LDAA in exchange for you organising a fun day or evening out.

- These include:
- Progressive dinners
- Afternoon teas
- Picnic in the park
- Cocktail night with friends at your house
- Horse riding day
- Murder Mystery night
- Movie night (at home or at the cinema)
- Car event



Workplaces

Wear a theme clothing to work and charge an ‘wear it’ fee.

Have a baking contest, where your workmates bring in food they have cooked themselves and they pay an entry fee. The food is tasted and judged and the winner wins a small prize or office bragging rights.



EVENT REGISTRATION AND MERCHANDISE

The LDAA is legally required to approve and authorise all volunteer fundraising activities. Once your event is approved, the association will provide you with a letter of confirmation. This is your legal authority to fundraise for the LDAA. The letter is issued following receipt and approval of your fundraising application form. You can register your event on the [LDAA website](#) using Form 1.

At the time of event registration, you can also place an order for LDAA merchandise that can be used to decorate the event and/or be sold as part of the event. There is a large selection to choose from including banners, balloons, brochures, pins and the like. The LDAA can also provide donation tins on request. If donors donate \$2 or more, a receipt can be issued.

PUBLIC LIABILITY INSURANCE

The LDAA has a \$20 million dollar Public Liability Insurance, which covers volunteers for basic events. You will be covered **once you have received** a letter/email confirming your authority to fundraise as well as a copy of the Public Liability Insurance Certificate. However, the LDAA reserves the right to refuse authority for events that are deemed dangerous or unacceptably risky.

Depending on your event, you may also need to consider arranging additional Public Liability Insurance of your own. The LDAA's Public Liability Insurance **DOES NOT** cover organisers of large events with multiple vendors/stallholders. If you are unsure, please contact us prior to registration of your event.

PAYMENT OF FUNDS AND RECEIPT REQUESTS

Once the event has concluded, payment of monies raised must be made to the LDAA within 7 business days. Prior arrangements can be made if 7 business days is unsuitable. Payment can be made using one of the following methods:

1. Pay by direct deposit, include event name as reference:

Lyme Disease Association of Australia Incorporated
Bank: Commonwealth Bank
BSB: 062 821
Account No: 10244039

2. Pay via PayPal:

Use the LDAA email address to make payments: info@lymedisease.org.au



3. Pay via Credit card:

For those wanting to donate via credit card on the day of your event please refer them directly to the LDAA donation link: www.GiveLDAA.today

Once payment has been made, please advise the LDAA of the total amount banked, your name, event name and contact telephone number via info@lymedisease.org.au. For donations over \$2 and requiring a tax-deductible receipt, please provide in the same email a list of donor's amounts for each individual receipt, the donors name and address to post the receipt to.

TELLING THE MEDIA ABOUT YOUR EVENT

If you want to publicise your event, getting in touch with the local paper and/or radio is a great start.... especially if you're doing something quirky! Talking to journalists may seem daunting but hopefully these hints and tips will help to get you started.

1

Customise our media release template for your event.

2

Once the media release has been finalised contact the local newspaper events reporters or local radio.

3

Try and get a photo of your event or team – or a photograph of a previous event. This makes it easier to identify the idea behind your event.

4

Follow up with a phone call making sure your story goes through to the right department and they will be running your story.

5

If you are a patient yourself, and want to talk about Lyme disease as part of your promotion, tell your own story, it may be difficulty with diagnosis, the day to day symptoms, telling your own story brings a personal side to the event, if the journalist wants to discuss the politics or science refer them to the LDAA for comment.



GLOSSARY

These definitions apply for this document:

FUNDRAISING ACTIVITY:

means an activity carried out by a person, corporation or an organisation, whether for remuneration or as a volunteer, for the purpose of raising funds for the LDAA.

FUNDRAISER:

a volunteer, or group of volunteers, who are raising funds in the name of the LDAA, and will then directly donate those funds promptly to LDAA via eft, or cash deposit.

PROMOTIONAL MATERIAL:

means any material promoting the LDAA, and produced by the LDAA for the fundraisers use, and used in connection with a donation, fundraising activity, educational activity, whether in printed, electronic or verbal form made available by a Fundraiser to any person or organisation.

SPONSOR:

means a third party who sponsors a fundraising activity for an agreed outcome.

DONOR:

a person, group of persons or an organisation that makes a contribution to the LDAA through direct monetary donation, or by donating services or products to be used as part of an event.

SUPPLIER:

means a third party supplying goods or services for payment to a fundraiser.

UNSATISFACTORY CONDUCT:

means conduct by a fundraiser that is neglectful of the Principles and Standards of the LDAA, and/or that has minor adverse consequences to the reputation of the LDAA.

VOLUNTEER:

a person who performs a task without expecting remuneration or compensation for performing that task.

