

THE MARY POTTER FOUNDATION

*Walk for  
Love*

*Fundraising Guide*

# WHAT DOES MY DONATION DO?

To support your efforts, your loved ones will want to know why you're asking. Here are some things we support at The Mary Potter Foundation, which you can share with your friends and family.

- \$25** provides a complementary massage to a patient receiving cancer treatment
- \$50** gives patients and their families a cuddle with a therapy dog
- \$100** fills the coffee machine in the Hospice Family Kitchen for a week
- \$250** provides cake, balloons and flowers to a patient for their birthday or anniversary
- \$500** supports our Hospice Drinks Trolley for one month

Don't forget to remind your supporters that every donation over \$2 is tax deductible!

# AMPLIFY YOUR FUNDRAISING

Here are some steps we have seen help our fundraisers get the most out of their efforts:

## 1. CUSTOMISE YOUR FUNDRAISING PAGE

Adding photos and the story of why you are supporting the Foundation will help your loved ones better understand why this is important to you.

After you login to your account on the Walk for Love website, you can update your profile in the Dashboard.

## 2. MAKE A GIFT FROM YOUR HEART

Kicking off your fundraising by making a donation to your own page helps your family and friends see that this cause means a lot to you. Your donation can be all they need to know you're serious about supporting us!

## 3. ASK YOUR EMPLOYER ABOUT MATCHING GIFTS

Some businesses have programs in place where they will match employee fundraising efforts. Speak to your boss or HR team about if this is a possibility for you - feel free to use the template on our website if you need some ideas on what to say!

# Stuck for ideas?



We have plenty of tips, ideas and resources to get you started and to support your fundraising.



## RECYCLE

Make the most of SA's Can & Bottle Recycling program and donate the funds you collect.



## HOST A DINNER PARTY

Dig out your finest China and gather your nearest and dearest for a home-cooked dinner. Charge them a fee for their dining experience and spend quality time with your favourites!



## GO CASUAL

Encourage your workmates to have a casual day for a gold coin donation.



## DE-CAFFEINATE

Give up your takeaway coffees for a week! Put your weekly latte spend onto your fundraising page.

## WASH THOSE CARS

We're sure your family & friends could do with shiny new wheels, charge them for a car wash!





## GET BAKING

Entice your friends to give you their spare cash in exchange for some tasty treats.

## SAUSAGE SIZZLE

Host a BBQ at your local sports club to gather change from those hungry commentators.



## HOST A GARAGE SALE

Do some decluttering and support the Foundation all at once!





## LIGHTEN YOUR LOAD

At the end of each week, go through your wallet and your pockets for your spare change. We promise it adds up quickly!

## LATE FEES

If you attend a lot of meetings for work, implement a 'fine' for anyone who shows up late! This should help your office run on time, and if it doesn't then you've raised some extra dollars!



*Thank you  
for your  
wonderful support*

## PINK COLLECTION BOXES

Display them on your desk to serve as a fundraising reminder or ask your local cafe to pop one on their counter. This spare change will help patients and families in our care live every day, every hour.

## RESOURCES AVAILABLE ON OUR WEBSITE

From email signatures and posters to social tiles and Facebook cover photos. We encourage you to utilize these resources, so that your contacts, followers, etc. know that you're fundraising for Mary Potter through the Walk for Love event.

DONATE AND FIND OUT MORE AT  
**[walkforlove.org.au](http://walkforlove.org.au)**

