

# FUNDRAISING IDEAS

Fundraising is fun and it gets even better when you let your imagination run wild. Here are some examples to help get you started:

## Denim Challenge

You could easily charge a donation to wear denim on Jeans for Genes Day. Why not go further and challenge the Principal or teachers to dress head to toe in outrageous denim if you meet your fundraising goal?

## Hold a denim fashion parade

You can even ask the students to design their own denim outfits!

## Have a Jamm for Genes

Organise a music concert and invite parents to watch (entry by donation).

## Organise a fun run or team challenge

Ask people to donate to participate or sponsor others.



## Loose change

Collect extra donations by putting boxes or tins in convenient places, for example at the school canteen or near the office vending machine. Small change becomes BIG change in the long run.

## Handball challenge

Organise a handball tournament at school. Entry by donation.

## RESOURCES

To help raise awareness for Jeans for Genes and your event, you'll find lots of useful resources in your online fundraising hub - [myjeansforgenes.org.au/dashboard](https://myjeansforgenes.org.au/dashboard). You'll find posters, bunting, DIY donation jar labels, easy to share social media and newsletter images and more! If you need anything else, just email or call us and we'll do all we can to help.



# EVENT CHECKLIST

## BEFORE THE DAY

### Decide on your event

Get creative. Be inspired by one of the ideas on the previous page, or come up with your own. Make it an event no one would want to miss. The more interesting, the more people are likely to attend, and the more donations you will collect.

### Set the date

Make sure it's a date and time that maximises attendees. Lunch time? After school?

### Promote your event

Use posters to help promote your event - these are available to download from the Resources link in your **fundraising dashboard**. Hang in a prominent place at your workplace, club or school. Don't forget to use social media and email. You can find images and content to share in our Facebook and Instagram accounts:

 @Jeans For Genes Australia  
 @jeansforgenesau

### Decide how to collect money

You can collect money at the event and pay it in later on your **fundraising dashboard** here: **myjeansforgenes.org.au/dashboard**, or ask for donations through your or your school's online fundraising page. If you haven't set up a public online fundraising page for you or your school, you can do that in your dashboard now. Either way, let people know what you'd like them to do.

## ON THE DAY

Make sure you visit the Resources page on your **fundraising dashboard** to download and print posters, bunting and other decorations to liven up your event!

If you ordered a donation box to collect money on the day, please make sure this is visible in a prominent area/space. Let people know that every dollar they give brings us one step closer to finding cures and treatments for children's genetic diseases, like cancer, metabolic disorders and cystic fibrosis.

**Capture the day with lots of pictures and share with us:**

 @Team Jeans for Genes  
 @jeansforgenesau  
 info@jeansforgenes.org.au

## POST EVENT

Pay in the money you've raised online at your **fundraising dashboard**. Thank those who attended or donated with a group email or download a 'Thank You' poster from the Resources page on your fundraising dashboard to display, so that everyone knows their support is appreciated.



**If you need additional material or information about Jeans for Genes to help your fundraising go the extra mile, please let us know.**

**info@jeansforgenes.org.au  
1800 436 437**