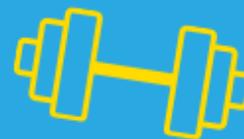




CHANGING THE GAME
FOR MENTAL WELLBEING...



WELCOME TO THE TEAM!

ABOUT THE EVENT

With events held between 21-27 August 2017, @Challenge4Change is a week-long, nationwide fundraising event that encourages everyday Australians, schools, sporting clubs and celebrities to complete a point-to-point activity challenge (or other active challenge) using non-motorised transport all in the name of raising awareness of mental wellbeing.

FEATURE CHARITIES

As a participating charity with Challenge4Change this year, you'll receive a range of support inclusions as part of your participation including:

- [Social media banners](#)
- [Social media content](#)
- [Downloadable Resources for your supporters](#)





HOW THE EVENT WORKS

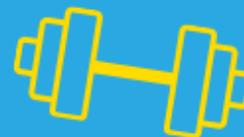
HOW IT ALL WORKS – From pogo sticking between two clubs or running a marathon with mates to simply stepping out with your family, @Challenge4Change is a virtual Fundraising Challenge with a simple premise!

1. Select a challenge and a creative mode of non-motorised transport.
2. Select the cause of your choice (either one of our featured charities, other charities or a local community initiative such as a school or sport club).
3. Then complete your challenge anytime between August 21st – 27th with people from your community.





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KEY DATES

- 1 May 17 – Phase 1 Marketing Campaign begins (Brand Awareness)
- 9 May 17 - Website launches
- 1 Jun 17 – Phase 2 Marketing Campaign begins (Encourage Registration)
- 1 Jul 17 – Phase 3 Marketing Campaign begins (Fundraising Target Support)
- 1 Aug 17 – Phase 4 Marketing Campaign begins (Shout about it!)
- 1 Sep 17 – Phase 5 Marketing Campaign begins (Look What We Have Achieved!)
- 1 Oct 17 – Phase 6 Marketing Campaign begins (Let's do it all again!)



RECRUITMENT STRATEGY

A good recruitment strategy is the key to maximizing the opportunity for participation and fundraising presented by Challenge4Change 2017. It's vital that you consider and plan out how you're going to recruit supporters. For best results use a combination of phone calls, emails and social media. [See the pack](#) for email templates, suggested phone scripts, blogs, media releases and sample social media posts.





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RECRUITMENT: USING YOUR DATA

The first step in planning your recruitment strategy is evaluating which segments within your organisation's database would be prime targets for this type of event.

Use these questions to guide your review:

- How many supporters took part in other events for us in the last three years?
- How many team leaders do we have?
- Do we already know of anyone who likes to take part in physical challenges?
- Do we partner with any corporates who could be interested in participating as part of the C4C programs?

RECRUITMENT: WHERE TO START

Challenge4Change 2017 is a community event, so if you already know of supporters or donors who are a part of your community, get in touch with them.

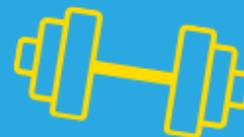
Start with your fundraisers from Major Community Events from the last three years. If they've been interested in a challenge event in the past, they may be interested in participating in the Challenge4Change this year.

Your community fundraisers are a great pool of potential supporters for events like this. These are the people who may have done something active for you that they have organised themselves or even supported you by asking for donations instead of birthday gifts.





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THE PLAN

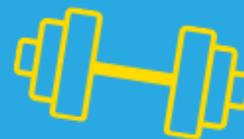
Here is an example of a 10-week recruitment and fundraising plan. This is the minimum recommended length for successful recruitment and should begin 8 weeks out from the event start date and finish two weeks post event. It is advised that you begin this earlier if possible and capture as much potential interest through contact forms or other methods prior to registration opening.

1. Create a team of staff and/or volunteers led by a board member or ambassador. This can be your flagship team that you can use to set an example for other teams signing up.
2. Call team leader candidates to tell them about the event and sign them up. Be sure to provide them with the links to [resources](#) on the website.
3. Call or email those supporters and donors who you know love to take part in active fundraising events.
4. [Email past event participants](#).
5. Don't forget to send a follow up email to those you have contacted if they haven't signed up within 2 weeks
6. Coach & Encourage your Supporters: Start contacting your supporters regularly from the week they sign up. [See our resources](#) for ideas.
7. Give them tips on [how to ask for donations](#).
8. Give them suggested donation amounts and let them know what these amounts will achieve.





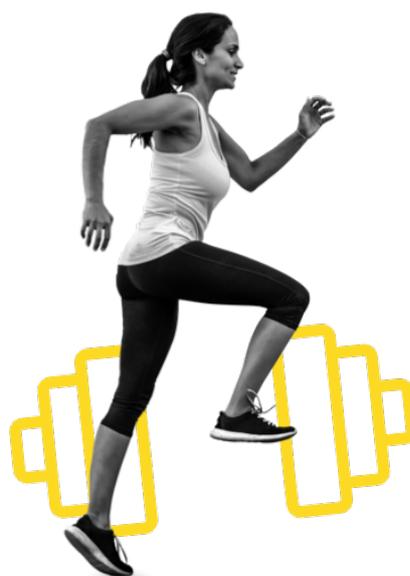
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THE PLAN: POST EVENT FEEDBACK

[Thank your supporters](#) once the Challenge has been completed, get in touch with your supporters again to say thank you:

- Thank them not just for how much they raised but for the challenge they chose to participate in.
- Thank your team leaders for motivating their teams and acknowledge the team's efforts as a whole.
- Let your supporters know how their fundraising dollars will help your organisation.
- Don't forget to thank the donors too! Peer-to-Peer donors are often donating to their friend and not to the charity, so they may need to be treated differently to those that donate directly to your cause. Make sure you get in touch with them and check your reports to see who has opted in to hear more from your charity.





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RESOURCES

You can access event logos, HTML email templates, images, social media banners, media releases and social content through our [Media Dropbox](#).

EMAIL TEMPLATES

To get you off to the best start, Challenge4Change has created a range of templates for your emails.

- [Recruiting past fundraisers](#)
- [Recruiting donors as fundraisers](#)
- [Thanking new fundraisers](#)
- [Encouraging your fundraisers](#)
- [Final fundraising push](#)
- [Thanking fundraisers post event](#)
- [Thanking donors post event](#)

SOCIAL MEDIA

Social media is a powerful assistant to compliment your recruitment process. If you are planning on using social media, be sure to post on all of your accounts.

Use our [social media post template](#) as a starting point. Don't forget that you can use social media during the event to help update your supporters on your charity's fundraising progress, keep them excited about the event and to boost donations. We suggest posting regular updates of the progress of your supporters (simple infographics or screenshots of the leader board).





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PHONE CALLS

Phone calls are an important part of any recruitment strategy, but also an important part of your encouragement plan. To get you started we have a [fundraiser encouragement script](#), which you can download.

