Fundraising Ideas

McGrath Foundation
Community Friend

Fundraising isn't easy. We know it takes dedication, communities showing up, and people getting involved to make a real difference. If you're looking for inspiration, here are some of our favourite ways to raise vital funds and help us take care to all cancers.

Pink Up

- Whether you're taking on a challenge, hosting an event, or even dyeing your hair, do it in pink!
- Choose a pink theme and encourage your supporters to add a touch of pink to their outfit or go all out in support of the cause for a donation. You could even offer a prize for the best-dressed participant or host a fashion parade to take the pink dress code to the next level.

Share Updates & Progress

- Whether you're taking on a challenge or hosting a fundraiser, keep your supporters updated along the way. Sharing your progress, milestones, and fundraising achievements is a great way to keep people engaged and connected to your journey.
- Post updates on social media, send messages to friends and family, or share photos and stories from your event. The more people see the impact you're making, the more likely they are to support your fundraising efforts.

Auctions & Raffles

- If you've secured some high-value prizes, an auction or a raffle are fantastic ways to add excitement and energy to your event while raising even more funds.
- Consider reaching out to a local real estate auctioneer to help run the auction. Their expertise can encourage friendly bidding competition, drive up donations, and create a fun, engaging atmosphere for your guests.
- Unique experiences, donated services, and sought-after items are always crowd pleasers. To make things easier, we've put together a letter template to help you ask!

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Fire up the grill or bake up a storm

- Nothing brings people together quite like good food. Fire up the grill at your school, sporting club, workplace, or community event and host a McGrath-bq. You could even get in touch with your local Bunnings and host a sausage sizzle to help raise funds.
- If cooking isn't your thing, sweet treats are always a crowd-pleaser. Cupcake stalls, bake sales, homemade jams, and other delicious goodies are simple and effective ways to encourage donations.
- Tracy always says, calories don't count when they're for charity!

Local Sponsors

- Reach out to local businesses and ask them to support your event by sponsoring an activity, donating items for your fundraiser, or even matching the funds you raise.
- Supporting local businesses is a great way to strengthen community connections, so be sure to thank and recognise your sponsors on your fundraising page and throughout your event.
- Want to make an even bigger impact? Check out our dollar-matching template and encourage local businesses to double the donations you receive.

Top Fundraising Tips from Our CWA NT Ladies

Our CWA NT Ladies know a thing or two about hosting a fabulous fundraiser. Here are their top tips for a successful afternoon tea:

- Charge a small entry fee to attend your event.
- Hold a raffle and encourage guests to make an additional donation.
- Add a touch of pink to your event with pink cakes, macarons, slices, and pink lemonade.
- Create a welcoming atmosphere where people can connect, have fun, and support people experiencing cancer.





