



THE WINTER SLEEPOUT FUNDRAISING TOOLKIT

CONTENTS

1. Overview
2. How you can help
3. Your event
 - a. Registering your event
 - b. Planning your event
 - c. Fundraising.. How to..
 - d. How to Reach your goal
 - e. Media

4. Social Media
 - a. Our Social Media Links
 - b. Social Media Tips and Tricks

Resources

- a. Online Resources and Downloads
- b. Fast Facts
- c. What your fundraising can accomplish
- d. FAQs

OVERVIEW

Sleepout this winter to raise much needed funds for people struggling with homelessness

More than 100,000 Australians are homeless on any given night; including thousands of families.

Over the past 28 years, Mission Australia's Annual Winter Sleepout has made a significant difference to Australians in need. But our work is far from done which is why we need your help!

HOW YOU CAN HELP

Sign up today to host your own Winter Sleepout.

Whether it is in your backyard, your office, your school hall or even on your living room floor, Winter Sleepout is about getting your friends, family, colleagues and community to raise vital funds towards Australians having a safe place to sleep this winter.

When:

Any night between Wednesday 1st June and Wednesday 31st August 2016

YOUR EVENT



REGISTERING YOUR EVENT

Head to the Winter
Sleepout website



Complete and
submit the
registration form



Start planning!

www.wintersleepout.com.au



PLANNING YOUR EVENT

When: Between 1st June and 31st August 2016

Where: Anywhere you choose

Who: Gather your friends, colleagues, community

Why: Raise vital funds to help people address the underlying causes of their homelessness, support them as they regain their independence, and help them to get back on their feet.

Dress code: Flannelette PJ's, Onesies, Beanies, Gloves...

FUNDRAISING.. HOW TO...

1. Set your [Fundraising goal](#)
2. Send a message/ email to your friends, family, colleagues, sporting club.... - [Click here to download a template](#) to help spread the word and [ask for support and build your team](#)
3. Employer support: - Ask your employer about sponsoring you or [matching your gift](#). [Click here to download a template](#)
4. Use the resources provided [here](#) and [spread the word](#) across social media channels.
5. Raise awareness about homelessness and [SLEEP OUT](#)

Send a reminder to your guests as your event date approaches!

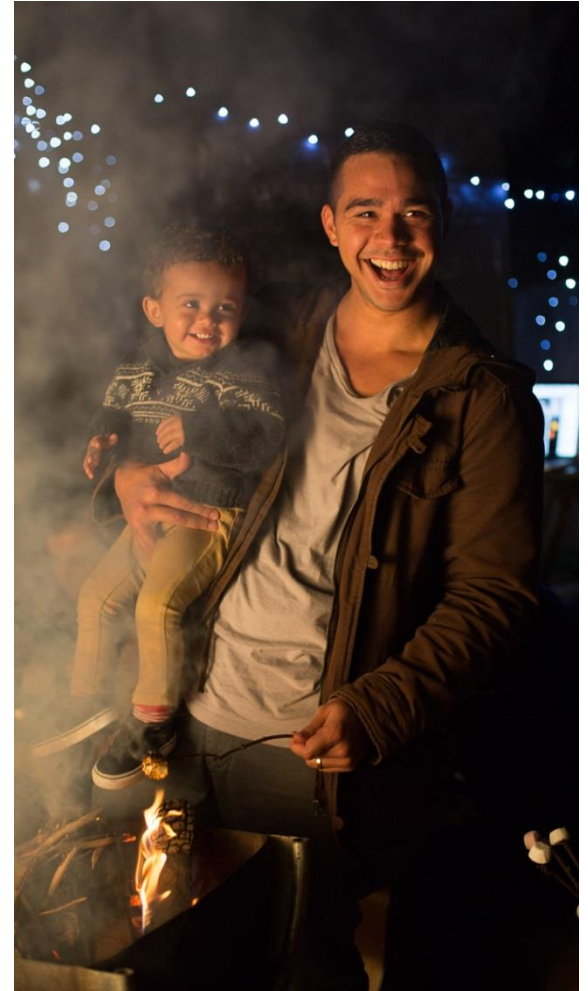
Your sponsors will automatically be sent tax deductible receipts through gofundraise!

HOW TO REACH YOUR GOAL

Its easier than it seems!
Here is a scenario of how it could work

Team Fundraising Goal	\$2,000
Number of team members	10
Number of sponsors per team member	5 at \$40 each
Total donations per team member	\$200
Fundraising total	10 x \$200 = <u>\$2,000</u>

Remember all donations \$2.00 and over are tax deductible.



MEDIA

We'd love to help you promote your event through local media. The more people know, the more people we can help!

MEDIA CONTACT

Anne-Marie Baker - National Media Manager

Phone: 02 9217 1007

Email: bakeran@missionaustralia.com.au

SOCIAL MEDIA



OUR SOCIAL MEDIA LINKS

Make sure you become a friend of the Winter Sleepout

FACEBOOK

<https://www.facebook.com/mawintersleepout>

TWITTER

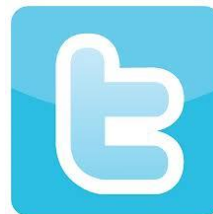
@wintersleepout & @MissionAust

YOUTUBE

<http://www.youtube.com/missionaust>

INSTAGRAM

You'll find us under..... WINTERSLEEPOUT



SOCIAL MEDIA TIPS & TRICKS

Use the Winter Sleepout Facebook page!

We will post regular content, use this content to share with friends and family to help raise awareness

Use our hashtags!

Draw attention to your event and help us to get the word out by using our hashtags: **#Wintersleepout**
#MissionAustralia **#Homelessness** **#Sleepout**
#Winter

Inspire others

Post your ideas, photo's of your event, tell us your story.

Be passionate, positive and enthusiastic

Happiness is contagious. Promote your event with pride and encouragement for your friends to join in for a great cause.

Be safe and respectful

Ensure your own safety and the safety of your guests by not revealing personal information about yourself or your guests. Think twice about the details, photos or videos you make available, and respect people's privacy.

RESOURCES



ONLINE RESOURCES AND DOWNLOADS

- Print off the **Winter Sleepout poster** and post it around your school, or office!
- **Team recruitment email template** – send this around to build your team
- **Sponsorship email template** – send this to all your contacts
- **Dollar Matching Letter** – bring homelessness to the workplace and encourage your boss to match the \$ raised!
- The Mission Australia - Winter Sleepout **Media Release**

Visit our Resources Page!

**MISSION
AUSTRALIA**



The image shows a screenshot of a fundraising email and a poster. The email is from Mission Australia, dated 31 May 2014, and is addressed to a contact. The email text includes a greeting, a statement of intent to sleep out for homelessness, a description of Mission Australia's mission, a request for sponsorship, and a link to the fundraising page. The poster, dated 1 June - 31 August 2015, features a photo of people at a sleepout and a form for providing contact information.

MISSION AUSTRALIA WINTER SLEEPOUT 31 MAY 2014

Dear <name>

I'm sleeping out for Homelessness this winter!

I will be sleeping it rough this winter to raise money for the Mission Australia Winter Sleepout to raise money and awareness for homelessness across Australia.

Mission Australia is an organisation committed to help enable people in need to find pathways to a better life and I am proud to do my part.

I would really appreciate it if you would sponsor me through my online fundraising page. I'm aiming to raise <\$XX>. All donations \$2.00 and above are tax deductible and every little bit counts!

It's really easy to donate and your receipt will be emailed straight to you.

Just click on the link below to go to my fundraising page:

[<link to fundraising page>](#)

Another way to show your support is to like the Winter Sleepout Page on Facebook and help us spread the word.

Thanks for your help!

<Your name>

MISSION AUSTRALIA WINTER SLEEPOUT 1 JUNE - 31 AUGUST 2015

DATE: _____ TIME: _____

LOCATION: _____ CONTACT: _____

WEBSITE: _____ Visit my fundraising page

wintersleepout.com.au

FAST FACTS

- More than 17% of Australia's homeless are under 12 years
- One in every 39 children aged under 4 years sleeps in a homeless shelter
- 33% of children accommodated in homeless shelters are fleeing domestic violence
- Family groups are the most likely to be turned away when seeking immediate accommodation for the first time. Of these, 67% are individuals with children.
- **Families and children** are the fastest growing homelessness group with **7,483** families, including **16,182** children homeless on any given night.¹
- **Homelessness services** report the main reasons for seeking accommodation are domestic violence, relationship or family breakdown, eviction, financial stress and health issues.³ Homeless services report that Australia-wide, more than **7,000** school students are homeless on an average night.

WHAT YOUR FUNDRAISING CAN ACCOMPLISH

\$848 houses a family over the winter period

\$338 houses an individual over the winter

FREQUENTLY ASKED QUESTIONS

Do I need a gaming license to hold a raffle or competitions?

Each State and Territory has legislation relating to competitions. Please check relevant legislation in your state or territory.

Who can I contact if I need help?

The Winter Sleepout Team

Email:

wintersleepout@missionaustralia.com.au

Phone:

02 9219 2046