



**Sweetheart Day**  
**2021**  
FUNDRAISING GUIDE



# Welcome to Sweetheart Day!

Thank you for signing up for Sweetheart Day and joining the fight against childhood heart disease!

Sweetheart Day is a fun way to celebrate Valentine's Day and raise money towards improving the lives of Aussie kids with childhood heart disease (CHD).

HeartKids is the only charity focused on funding the research, information and care that provide constant support for children, families and adults from diagnosis all the way throughout their life journey with CHD.

This Fundraising Guide will not only help you make your event a memorable one, but will also show you how you can get the most out of your fundraising...

Thank you once again for your support and have a fantastic Sweetheart Day!



“HeartKids have provided invaluable support to our family both in and out of the hospital. Having a family coordinator around the ward during admissions is helpful as they provide us with a friendly smile and a chance for us to talk about everything that is going on. They have also connected us with other heart kid families, so we feel less alone in this journey.”

**Sharleen, Leon's mum.**

# FUNDRAISING TIPS AND IDEAS

## Choose your fundraising style.

First decide how you would like to fundraise – it could be hosting an event or activity in your local community, at your workplace or school, or creating an online fundraising page to share with your network.

See our event ideas on page 5 for inspiration!

## Set a fundraising goal.

Give yourself a fundraising target to work towards – don't undersell yourself, it's better to have a higher target than have a low one that's easy to achieve. Having a fundraising goal will help keep you motivated and also help you keep track of your progress by keeping an eye on your tally.

## Easy fundraising ideas

- Ask people to support you, for example 10 people donating \$20 each is \$200 toward little hearts.
- Leave a donation box at work.
- Organise a raffle.
- Ask your workplace to match your donation.
- Host an event – sausage sizzle, movie night, trivia night, bake sale or dinner party.
- Or something tailored to you!

## Tips for making the most of an online fundraising page.

### Personalise your page.

The more interactive and personalised your supporter page, the more people are willing to donate to you! So make sure you upload a photo and add a personal message in your profile to let your supporters know why you're holding this event and that all proceeds go towards fighting childhood heart disease.

### Donate to your page first.

Get the ball rolling and show your family, friends and colleagues how passionate you are to the cause by making a donation to your own supporter page first. When people see you put your money where your mouth is, they'll know you mean business.

### Spread the word.

Share your supporter page link with all your family, friends, colleagues, or get your child's school involved or your local community....anyone! Let everyone know that you are celebrating Sweetheart Day and have

joined the fight against childhood heart disease.

Send out an email to your email contact list or you can share the link on your Facebook, LinkedIn, Twitter or Instagram, asking them to support you and your cause!

**Remember: you won't get supported if you don't ask.**

Once your event has finished, update everyone of your success and provide an opportunity to give - you'll be amazed by how many will!

## Show your heart at work.

Use your intranet or noticeboard to get people involved and get them to help you.

- Send an email to your team, or ask if you can email the whole staff.
- Raise it at your next team meeting.
  - Put it in your newsletter and tell your clients,

customers and supporters. They will be really keen to hear your story and may assist you with prizes or donations."

## Official Company Facebook

Do you work for an organisation with a verified page on Facebook?

If so, your business can run its own Facebook Fundraiser and turn those

'Likes' into donations. Just get the page admin to search 'fundraisers' on Facebook and

follow the steps from there.

## Dollar for dollar matching.

Want to double every dollar you raise as soon as you raise it? Well, what can really help you raise even more as well as inspire other colleagues to get behind you, is asking your employer to show their support by matching "dollar for dollar", the funds that you raise. Organisations honestly love to support their employees when it comes to giving for a good cause...you just need to ask!

## Have fun!

Don't forget to have loads of fun at your event... Yes, all proceeds from your event go towards fighting childhood heart disease, but this is a perfect opportunity to have lots of fun with like-minded family, friends and colleagues, so make it a memorable one!

*For more fundraising tips & ideas visit [sweetheartday.org.au](http://sweetheartday.org.au)*



Callie  
6 years

# HOW YOUR FUNDRAISING HELPS

HeartKids relies very heavily on the generosity of people like you to continue the fight against childhood heart disease.

Every dollar counts and your fundraising support will go a long way towards supporting Aussie kids with childhood heart disease.

\$50

can help our Family Support team provide in-hospital support

\$100

can help transport heart kids and their parents to and from hospital for surgery and other treatment

\$200

can help support a family with emergency accommodation while their heart kid is in hospital

\$500+

can help fund out-of-hospital support programs that help families navigate their new norm

One in every hundred babies born in Australia has a heart defect.

There is no known cure.



# EVENT IDEAS

Make your event exciting and memorable and you'll be guaranteed lots of fun! Here are some ideas to help you out:

Host an event at work with colleagues (or at home with family and friends) filled with snacks and games and have a fun-filled day



Hold a cake stall and sell bracelets at your child's school.

Make sure you show your support by dressing in Red or Blue (and encouraging your attendees to dress up too!) and get your family, friends and colleagues to sponsor your event by donating whatever they can to help fight childhood heart disease!

Order a Box of HeartKids Bracelets to sell at your event. Only pay for postage and we will send you a box of 50 bracelets to sell at \$5 each.  
Order at...  
[sweetheartday.org.au](http://sweetheartday.org.au)

Some great game ideas...

A little competition might spice up your event – hold a mini master chef competition and vote for the best Valentine themed sweets & snacks!



Hold a Sweetheart Day Tournament!  
Split into different groups and compete against each other in games of charades, treasure hunts ...a friendly game of footy!

Bring in some trivia questions and have a Valentine themed Trivia Competition!

# BANKING YOUR FUNDS

## Option 1: Donating via your supporter page

The easiest way for your supporters to donate to you is to get them to donate directly to your supporter page, by clicking on the “Give Now” button. By donating this way, they can pay using a Credit/Debit Card, PayPal and they will also automatically be sent an individual receipt for their donation via email (remember that all donations over \$2 are tax deductible!). Just click on ‘Give now’ and follow the quick and simple steps.

## Option 2: Donating via QR Code

## Option 3: Did you collect funds at a Sweetheart Day event?

No Matter! You can donate your funds raised directly to HeartKids by visiting [sweetheartday.org.au](http://sweetheartday.org.au) and clicking the “Donate Now” button, then follow the prompts, or by simply call 1800 432 785.

BANK DETAILS:

Account details: HEARTKIDS LIMITED

BSB: 032-298

Account: 408477

Reference: SweetheartDay ‘State’

POST:

HeartKids Ltd, 21 Fennell St., Parramatta NSW 2150.

## Connect with us:

 @HeartKidsAustralia

 @HeartKidAus

 @heartkids

 HeartKidsAustralia

 heartkids-australia/



Thank you!





Thanks for being  
a Sweetheart!

[heartkids.org.au](http://heartkids.org.au)



**HeartKids**

HeartKids Australia  
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