

# Rise to the Kosi Challenge 2024



**YOUR FUNDRAISING TOOLKIT**


# Together, we can ensure no Australian goes through the cancer journey alone


Our hope is that the 12th anniversary of the Kosi Challenge in 2024 will be our biggest year yet, for the growing number of Australians diagnosed with rare, less common and complex cancers, and the far too many lives lost.


To help with fundraising and awareness boosting efforts, we have put together these top tips:


-  **1 Personalise your fundraising page**  
Let people know why you're raising money for Australians with rare cancer.
-  **2 Break the ice - make the first donation**  
Giving is contagious – seeing your commitment makes others more likely to give, too.


-  **3 Show where the money goes**  
Tell your supporters that every dollar raised goes directly towards providing urgent support to rare cancer patients.


-  **4 Email your supporters**  
Email everyone you know about your Challenge and encourage them to support you.


-  **5 Share on social**  
Announce what you're planning to do, why it's so important, and ask for people's support.

-  **6 Provide progress updates**  
Keep supporters engaged by sharing how your training is going and how you're tracking towards your fundraising target.

-  **7 Share the reality of rare**  
Share some rare cancer facts or RCA videos to help supporters understand the urgency of their donation.

-  **8 Get others to help**  
Ask friends, family and colleagues to help you spread the word about your fundraising through their social channels.

-  **9 Get your workplace on board**  
Send an email to your colleagues asking for their support, talk to your boss about matching your donations dollar-for-dollar, or recruit peers and create a team. See more ideas on the next page.

-  **10 Say thank you**  
Thank your supporters for getting behind you. Let them know how you went, how much you raised, and how much their support meant to you.

# Fundraising in your workplace

You can get your workplace involved to boost your fundraising efforts, here are some ideas on how you can get down to business:

## Be proud of your efforts

Conquering Australia's highest mountain is no easy feat! Spread the word about your efforts to help us to raise awareness and funds. Send an email or message on Teams or Yammer to your colleagues and contacts, put your hand up to feature in your staff newsletter, intranet or website, and mention the Kosi Challenge as opportunities arise in meetings, at lunch and in townhalls.



## Go head-to-head with your boss

Asking your manager to match your donations dollar-for-dollar is a sure fire way to lift your game, and a great way for your boss and organisation to show their commitment to their staff and what matters to them.



## Use the Kosi Challenge as an opportunity for some team building (or competing)

Recruit colleagues and create a team together, or compete with peers to raise the stakes.

Do you want to make the Challenge more interesting? Why not add:

- » A prize e.g. the person who raises the highest amount of money for the team gets an extra day off work!
- » An activity e.g. blow off some steam on a Friday afternoon with Dress Up Drinks and have colleagues vote with their dollars for who earns the crown of Best Dressed, host an online event like a games afternoon, pet-themed happy hour or virtual karaoke and charge an entry fee, auction off your workmates and have departments bid to win the services of an extra resource for a whole day!



# Fundraising in your community

Community spirit is a strong force to leverage to help you increase support, you can do this by:

## Inspiring the people in your life

Asking your friends, family and colleagues to share your fundraising page can often be an easy way for your loved ones to show their support. They might like to post your efforts on their social media pages or spread the word via email or word-of-mouth.

## Reaching out to your networks

Are you or your loved ones involved in any community or sporting groups (e.g. local rugby club, scouts, neighbourhood or parents groups)? Some of these groups may have social media pages, websites or newsletters that can help with promoting initiatives, like your Kosi Challenge.



## Engaging media

If you would like to generate more awareness in your community, we can assist you with approaching your local newspaper, radio station and/or television outlet. While we cannot guarantee media coverage, we can certainly help you to try to secure some. If you are interested in this, please contact Nikkie Beltran, Communications Manager at RCA at [nikkie.beltran@rarecancers.org.au](mailto:nikkie.beltran@rarecancers.org.au)

## Maximising donations with an activity or event

Not great at self-promotion? Feeling a little 'ask' anxiety? Why not do something for people in exchange for their donation! Invite family or friends along to an activity or event, with all proceeds going towards your fundraising target. Some ideas to help raise money include:

- » Host a BBQ with friends at the local park
- » Organise an informal soccer or cricket match
- » Host a pamper evening for the girls
- » Cut your hair, or shave your head/beard
- » Host an online games or movie night
- » Run a trivia afternoon
- » Why not get the whole family involved? Recruit the little ones to wash the neighbours' cars or bring in their bins each week!

Take some snaps and share your fun online, tagging @RareCancersAustralia and #kosichallenge

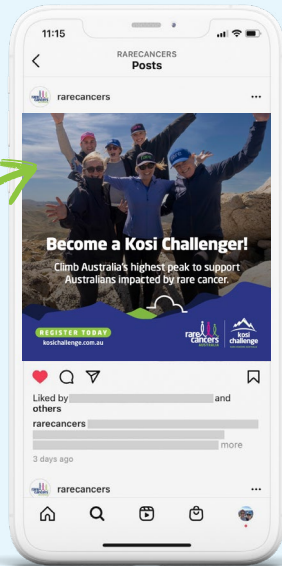


# Fundraising on social media

Social media can be a powerful tool to encourage donations and sharing amongst your loved ones and community - and it's free! Here's how you can get the most out of your online presence:

Share your fundraising page on **Facebook, Twitter, Instagram and LinkedIn.**

If you need some words, graphics or rare cancer facts to share, check out our Kosi Challenge Communications Toolkit for a range of options.



Show your friends and family that you can go the distance by posting regular updates about your progress e.g. training efforts, fundraising milestones reached, the reason why you're taking on the Challenge.

We'd love to see the Challenge from your perspective! Don't forget to tag us using @RareCancersAustralia and #kosichallenge



**Speak from the heart**

When you are creating your fundraising page, posting on social media about your efforts, or sharing your campaign by any means, don't be afraid to let your passion shine through.

We are incredibly lucky at RCA to have so many wonderful supporters of our cause who get behind us for a variety of reasons. We find that when they (and we) share the reasons why they are involved, they get the most response.

**People love to be taken on a journey that is authentic and comes from the heart.**

Don't forget to thank those that support you too - manners go a long way!

# Need help?

We are here to help if you have any questions or need further support or fundraising ideas.



#### TICKETING ENQUIRIES

**Alicia Moses**

**Project Administration Support**

**E** [alicia.moses@rarecancers.org.au](mailto:alicia.moses@rarecancers.org.au)

**M** 0499 881 249



#### MARKETING ENQUIRIES

**James Mathews**

**Marketing Manager**

**E** [james.mathews@rarecancers.org.au](mailto:james.mathews@rarecancers.org.au)

**M** 0418 732 786



#### GENERAL ENQUIRIES

**Nikki Kerr**

**Head of Partnerships**

**E** [nikki@rarecancers.org.au](mailto:nikki@rarecancers.org.au)

**M** 0499 881 949

## Thank you for your support!

We couldn't do what we do - without you.



 [www.kosichallenge.com.au](http://www.kosichallenge.com.au)

