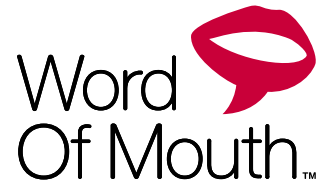


Fundraising Host Kit



Helping you
raise money
for your cause

Introduction

Here at The Word Of Mouth Company we are passionate about offering our services for a good cause. Not only do we recognise the importance of community groups but recognise the essential work you do and how difficult it can be to raise money to continue your efforts.

Sometimes you have to **Get Loud** to be heard. This is why we offer our services for you to use as a springboard for your fundraising event.

Let us cook, clean and pamper you for one hour. All you need is the people and the place and we will do the rest. We will cook up a storm, there will be giveaways and loads of samples for your group to try during the presentation, or for you to take home and try.

There is no cost to you or your group for the service. All we ask, is for your honest feedback about the products you sample so we can tell the brands we represent. We will even donate a free bag for you to raffle.

The Word Of Mouth Company will provide a free bag to raffle when there are 10 people or more in attendance and the event has been registered as a fundraising event at the time of booking presenters.

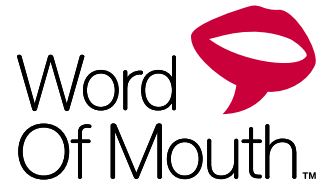
The Word Of Mouth Company – proudly supporting local fundraising events.



OUR VISION

“To make women’s lives easier giving them more time for the enjoyable things in life!”

Fundraising Host Kit



Making your fundraiser a success

Where do I start?

Firstly it is important to identify the reason for your group's or organization's fundraising event. It may be as simple as getting more play equipment for your community preschool, or educational material, or even raising funds for your local hospital. Whatever your reason, it is important that you make this objective clear to the people attending and anybody supporting your event.

When, where & who?

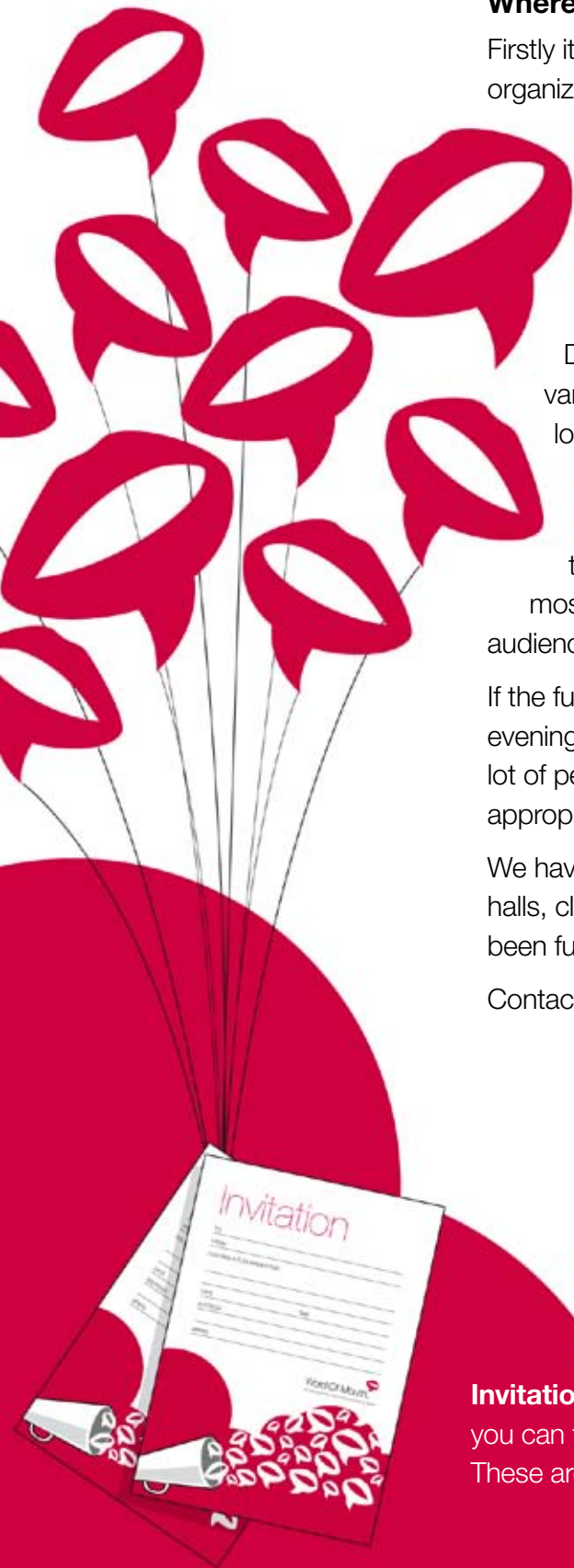
Depending on your fundraiser, the when, where and who to invite varies greatly. Importantly, this is **your** fundraising event and the logistics are your choice.

You can invite as many people as you like, friends, family, work colleagues, local community members and neighbours, the more the merrier, however it is important to decide on a time when most people can attend and this does depend on the type of audience you choose.

If the fundraiser is for young mothers, a day event, rather than an evening event is easier for them to attend. Alternatively, if it includes a lot of people who work, a weekend or evening event would be more appropriate.

We have held fundraising events at people's homes, their workplaces, halls, clubs, schools, pre-schools and even school fetes and all have been fun and successful events.

Contact us to make a booking. Please see our contact details on page 4.



Invitations – when you have decided on the details of your event, you can find downloadable invitations to print out on our website. These are personalised to include your important information.

Fundraising Host Kit



How do we raise money?

You can make this as big or small as you wish. A general rule of thumb is that a fundraiser should have a minimum of 10 people.

Gold Coin Donation a gold coin donation is a good way to start off your fundraiser. Extra donations can be gained from some of the following activities

Auctions & Raffles are a fantastic way to get everybody involved and raise money. You may have a couple of volunteers who will give a few hours of their time to clean or cook for somebody else and their services can be auctioned.

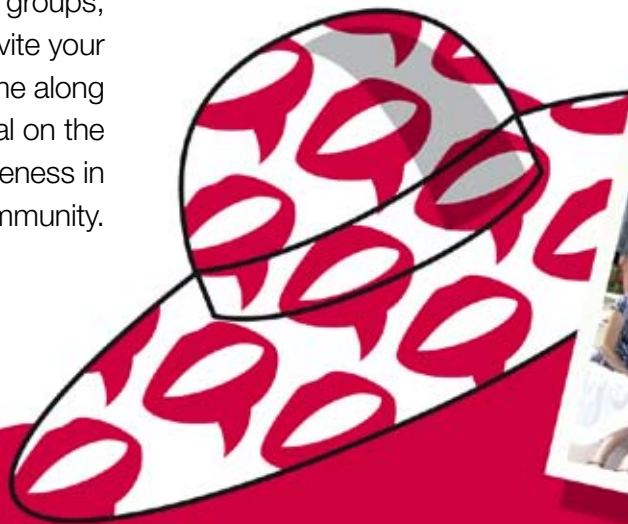
Local Businesses can be approached to donate products/gift vouchers to also raffle and auction. If you decide to pursue this, it is always a great idea to create an official document stating your name and your group's name, the objective of your fundraiser as well as the time, date and location of your event. If local businesses agree to participate, it is a nice gesture to invite them to attend and organize a certificate or letter of appreciation to give to them after the event. Goodwill in community goes a long way and opens doors for fundraising activities you may have in the future.

Vintage Clothing Sale ask everybody who comes along to bring in a piece of clothing from his or her own wardrobe that can be sold. Great fun objects like hats, scarves and quirky pieces work well.

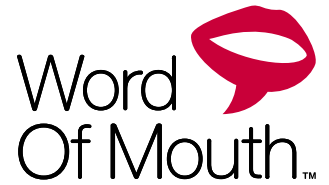
Anything left over can be handed back to the donor or donated to your local Salvation Army or St Vincent de Paul stores.

Turn up the volume and make your fundraiser count

Prepare a media release or phone your local newspaper, television or radio station. Most local media agencies have free services and advertising for fundraising/not for profit events. This is a great advertising medium if you are holding a larger style event. For smaller groups, you can always invite your local paper to come along and do an editorial on the event to raise awareness in your community.



Fundraising Host Kit

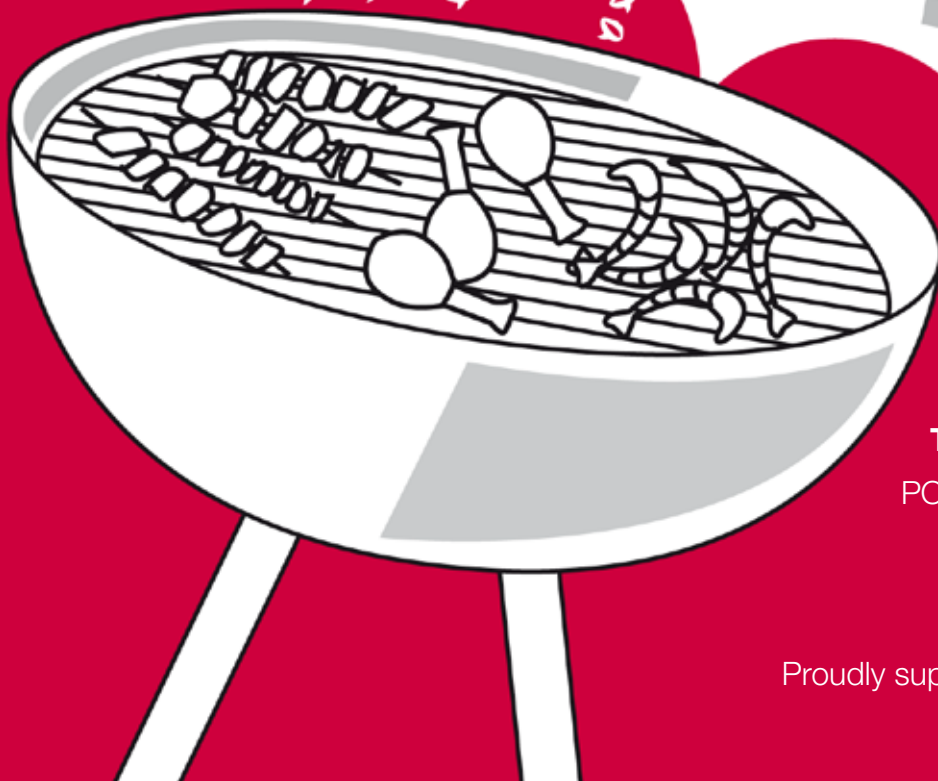


Food & Recipes

We love to cook up a storm at our presentations however a few appetisers never go astray at these events. See our website www.wordofmouthco.com.au for some great recipe ideas.

Last but not least, we would love to hear how you went with your fundraiser. We are true believers that charity begins at home on a local basis, as well as extending to global levels, and that a true social conscience in today's society is the basis for success at both individual and professional levels.

From all the team at The Word Of Mouth Company, We look forward to meeting you soon.



The Word Of Mouth Company Pty Ltd

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www.wordofmouthco.com.au

Proudly supporting local initiative fundraising events