

# DO SOME BLOODY GOOD IN THE WORLD

Your Complete Guide to  
Fundraising for Blood Cancer



Get  
started!

**Leukaemia  
Foundation®**

# Turn your passion into action & compassion into impact

Hello! Welcome to your fundraising experience. It's going to be incredible...

When someone you know gets blood cancer, there's always something you can do. Big or small.

Together, we can bring hope to the people we care about and the 140,000 Australians with blood cancer.

The mission is simple but powerful: to provide vital support for people with blood cancer, invest in groundbreaking research and campaign for change.

Thanks for being here and helping make it happen!

Whether you're hosting an event important to you, taking on a big challenge, celebrating special moments in a meaningful way, or creating something unique to show you care, every dollar you raise brings us closer to the day when no-one loses their life to blood cancer.

So, seize this moment, turn the page and do some bloody good in the world...



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# Five ways to fundraise

There's no right way to fundraise – just the way for you! Here's five ideas to inspire

## Host an Event

Gather, celebrate and fundraise

Bring your family, friends and community together for a good cause. The key is to make memories together while raising much-needed funds.

## Take on a Challenge

Push your limits for a cure

Got what it takes to conquer a marathon, hike a mountain, or give up something you love? Every step, every push, every bead of sweat will bring us closer to a world where no-one loses their life to blood cancer.

## Celebrate with Purpose

Give instead of receiving

Ask your loved ones to donate instead of giving you gifts. Your milestone moment can become a beacon of hope for those battling blood cancer.

## Create Your Own

Your idea, your impact

The possibilities are endless. Whether it's a quirky challenge, a bake sale, or something totally out of the box, your creativity can lead to life-saving breakthroughs.

## Shave, cut or colour

Experience the buzz

Shave, cut or colour your hair and show solidarity with someone you know with blood cancer. Our World's Greatest Shave fundraiser is the ultimate act of support. Visit [worldsgreatestshave.com](http://worldsgreatestshave.com).



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# Ready to tee off your fundraising?

Here's what to do next



## LAUNCH

Sign up to our special fundraising platform, tell your story and set up your unique fundraising page. Make sure you include details about what you're doing and why it matters to you. Visit [fundraise.leukaemia.org.au](https://fundraise.leukaemia.org.au) to get started, or use the QR code on this page.

## SHARE

Spread the word about your fundraising page far and wide and share what you're doing with everyone you know. You'll be surprised by who is happy to donate to you. We have some resources to help.

## PLAN

Plan ahead and keep sharing updates and information with everyone who needs to know. Our team are here to help coach you through planning your fundraiser – whatever it might be!

## CELEBRATE

After it's all over, thank everyone who has supported you, no matter how they contributed. It's your chance to make them feel special and celebrate all you've achieved together!



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# Tips to give your fundraising a boost

**1** Update your profile photo and tell a story when you log in to your online fundraising page. Your photo and story have incredible power to inspire donations.

**2** Making the first donation to your page is the easiest way to get the ball rolling, and it shows others that you're leading by example. If they're unsure how much to donate, it also gives them an amount to match.

**3** Sharing your fundraising page on your socials or via email is a quick and easy way to receive donations. Social media is also a great way to thank your sponsors, give fundraising updates and countdown to your event.

**4** Lean on your unique skills; can you draw or do you have a secret obsession with making homemade jewellery? Auction it off online or at your event, or simply offer your skills in exchange for a donation.

**5** Ask everyone you can think of to help, an excellent place to start is to make a list. Ask family and friends, colleagues, local businesses and community groups. Send them an email or SMS with a link to your fundraising page and keep a checklist of everyone you have asked so you can follow them up.



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# Hungry for more?

**6** Get creative when it comes to fundraising, the bigger the better. Organise a game of trivia or cricket to bring out your community's competitive spirit or put on an epic sausage sizzle that even Bunnings would be proud of.

**7** Sell your pre-loved goodies from around the house or sell them on Gumtree or Facebook Marketplace. It's a great way for a quick cash injection and to de-clutter the house at the same time.

**8** Organise a raffle for your event and ask local businesses to donate a prize or gift voucher. Then spread the word and sell raffle tickets in exchange for a \$5 or \$10 donation to you.

**9** Follow up! Most people will want to support you in reaching your goal! People are busy or waiting for payday, so it's always good to gently remind people how they can help you.

**10** Say 'thank you' because nothing shows appreciation like a heartfelt thank you. Thank everyone who donated, volunteered or gave prizes. If you're feeling creative, you could post a thank you video for everybody to watch. By saying 'thank you' publicly, you will also remind others to support your event if they haven't already done so.



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# Show how your donations are helping

Your supporters will want to know how their money is making difference

**\$80**

provides the first night of accommodation for a regional family who has urgently relocated to the city for life-saving treatment with nowhere to stay.



**\$150**

supports the research of a PhD scholarship recipient for a whole day. This brilliant scientist could discover the next great breakthrough towards a cure. And it could be because of you.



**\$560**

funds the work of a Blood Cancer Support Coordinator for more than a day, as they reach out and provide specialist care in every scary moment that follows a blood cancer diagnosis.



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# Thank you for your support!

**You're ready to do some bloody good  
in the world!**

Your efforts are making a real difference  
in the fight against blood cancer.

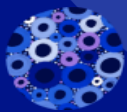
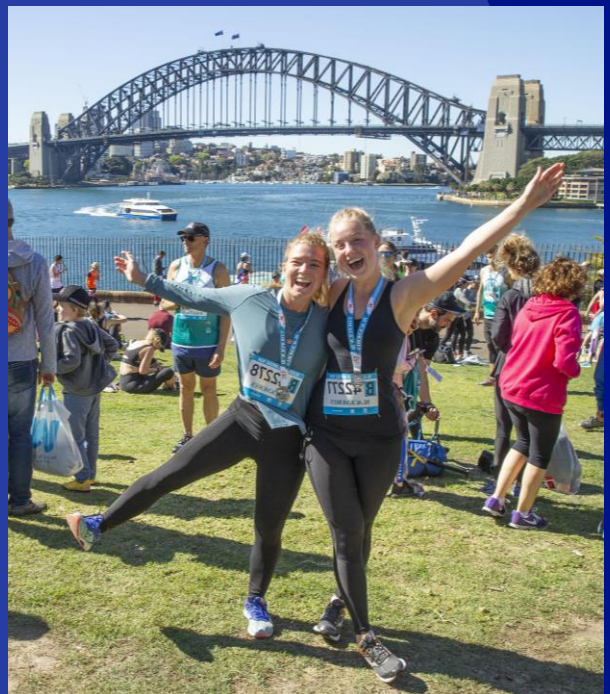
Together, we can achieve our goal of zero  
lives lost to blood cancer by 2035.

Visit [fundraise.leukaemia.org.au](https://fundraise.leukaemia.org.au) to set up  
your online fundraising page and  
download extra resources to get started,

Or use the QR code at the bottom of  
the page.

You can also call us during office hours on  
1800 500 088.

If you've been impacted by blood cancer  
and need support from the Leukaemia  
Foundation team, visit [leukaemia.org.au](https://leukaemia.org.au) or  
call us on 1800 620 420.



The Leukaemia Foundation acknowledges the traditional owners of country throughout Australia and recognises their continuing connection to land, sea and community. We pay our respects to their Elders past, present and emerging.



The Leukaemia Foundation is committed to ensuring that everyone is treated with dignity regardless of their ability, cultural background, religion, ethnicity, gender identity, intersex status or sexual orientation.



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