



## Community Fundraising Handbook



At the very core of Emerge Australia is the belief that, people affected by ME/CFS and Long COVID (LC) can lead better lives as a result of being understood and supported by the latest clinical and scientific evidence and lived experience.

The estimated ME/CFS cost to the Australian economy is \$14.5 billion annually. Emerge Australia aims to ensure that anyone impacted by ME/CFS or Long COVID has access to support, information and advocacy that empowers them with knowledge and skills to make their lives more liveable. We offer support to over half a million Australians who face ME/CFS and Long Covid, with 75% of these being women.

Fundraising for Emerge Australia will help support our efforts for every Australian diagnosed with ME/CFS and Long COVID receiving effective medical and support services without stigma or discrimination – so that they and their carers can receive appropriate care and support to help them manage and improve their health, to the extent they are able, across the lifetime of their disease, while we work towards a cure.

By raising money for Emerge Australia, you are helping us get closer to diagnosis, treatments and ultimately, a cure.

Thank you for activating and engaging your family, friends and colleagues to support Emerge Australia. We hope this handbook of tips and tools helps you in your fundraising activities.

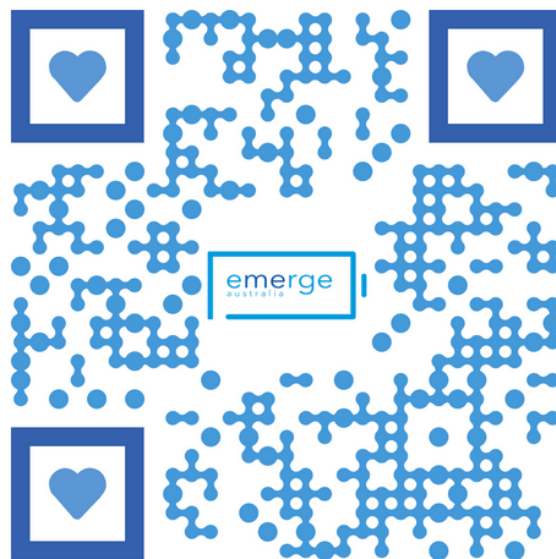
Though our staff is small and the direct support we can offer is limited, we are here to help if you need guidance, support and brainstorming. **Let's get started!**

The biggest thing to remember in fundraising is the mission! The sooner you start sharing your "Why" story, the sooner you will see the donations come in!

# Table of Contents

Introduction	1
Choose your fundraising activity	3
Create your Go Fund Me or other online presence	4
Set a fundraising goal	5
Event fundraisers	5
Create a timeline	5
Create Budget	5
Spread the word!	7
What inspires you?	7
Sample email and letters	7
Branding guidelines	9
About Emerge Australia's - Theory of Change	10
FAQ	11

**Unique QR Code to access our website Donate page**



**Emerge Australia acknowledges Solve ME International's impact and expresses appreciation for these guidelines that have been adapted for our local application.**

# Choose Your Fundraising Activity

- There are endless ways you can fundraise in support of Emerge Australia.
- If you want something simple, an online fundraiser via **Go Fund Me** or Facebook is the easiest way.
- If you'd prefer to do something bigger, then start by thinking about your **hobbies**, what **interests** you and your friends, and what you'd enjoy doing to raise funds.
- If you choose to do an online fundraiser, simply set up your **online platform**.
  - See more details under 'Create Online page'.
- If you choose to do an event, the key is to take what you know and love and leverage that into a fundraiser.
  - For example, if you love to **play cards**, have a fundraising bunko night where people "buy in" to play and a portion of the buy in goes to your fundraising.
- If you love to **knit**, get friends to donate for how many scarves you can knit before winter, or sell your handmade scarves then donate the proceeds. Here are some additional ideas to get your creative ideas flowing!
- **Cooking competition** – Love to cook? Invite your friends to create teams and then host a cooking competition with some fun and unique ingredients. They 'pay a fee' to play by donating to your event that benefits Emerge Australia.
- Invite other friends to judge and be the audience.
  - Open the night explaining how you are 'playing for charity', telling them all about your experience with and support of Emerge Australia.
- **A Walk** – Gather your friends for a 5k or 10k walk.
  - Participants pay a fee to enter the walk with all proceeds benefiting Emerge Australia.
- **Garage Sale** — Bring your neighbour's together for a neighbourhood sale to maximize your profit. Advertise that all proceeds go to Emerge Australia.
  - Post signs and have an information table.
- **Jeans Day at Work** – Ask your boss if your company can host a dress down day for ME/CFS with all proceeds going to Emerge Australia.
  - Participating co-workers pay \$10-\$20 to be able to dress casual on a given day.
- **Car Wash** – Just like at school, host a carwash with all proceeds going to Emerge Australia.
  - Make sure your signs reflect this, point people to [emerge.org.au](http://emerge.org.au) and have donation buckets.
  - Hand out information about ME/CFS with each completed wash.
- **Create your own fundraiser!** You are only limited by your imagination!
  - Create Your Online Page
  - If you choose to do an online fundraiser, set up your online platform.
  - For a Facebook fundraiser, simply create the fundraiser following the instructions listed on Facebook and let our development team know at [information@emerge.org.au](mailto:information@emerge.org.au) so we can list on our website and include in our communications – and also to expect the funds!
  - If you're using **Go Fund Me**, create the page with all funds raised being directed towards Emerge Australia.

If you're creating an event, you can use our QR code, collect credit card information and send to Emerge Australia or transfer directly via the Donate button on the [emerge.org.au](http://emerge.org.au) website.

# Create your Go Fund Me and/or other online presence

## Here are just some of the features you can use on your Go Fund Me page

- Your page may be customized with a photo or video and your own text. This means that you may use your page to share your **personal story**, fundraiser information and more!
- Add a picture, a short paragraph on what you're doing, include information about yourself and if you are doing this in honour of someone.
- You may create a **customized URL** for your page, allowing for easy sharing and marketing.
- **Friends, family and community members can then support** your efforts directly through your personalized page.
- Making a donation online is **easy and secure**. Your page features an **honour roll** of all your donors and a thermometer to help you track your progress.
- Funds will automatically be sent to Emerge Australia. when the fundraiser has completed. There's no need for you to send a check or credit card information.
- When donors make a gift to your page, the Go Fund Me platform will automatically send a tax acknowledgement email to the donor.
- Your donors will not be added to the Emerge Australia mailing list unless they specifically ask to be – so they won't get placed on our mailing list or asked for additional support. They are your donors and friends, and we respect that!

### Unlock the Secret to Revolutionize Fundraising with Emerge Australia!

Emerge Australia is on a mission to make life better for people affected by ME/CFS and Long COVID. With over half a million Australians struggling with this condition, they are working to ensure that everyone gets the support, advocacy, and information they need to manage their health and improve their lives. And you can help them reach their goal by fundraising for their cause!

By raising funds for Emerge Australia, you can make a huge difference in the lives of people battling ME/CFS and Long COVID. With your support, they can get the medical and support services they need to combat this disease without facing stigma or discrimination.

**So, let's get started!** With this Game Changing Fundraising Handbook, you'll have access to all the tips and tools you need to raise awareness and funds for Emerge Australia. From creating your online presence to event fundraisers, this handbook will guide you through every step of the process.

And remember, the key to successful fundraising is sharing your "Why" story. Once you have that, the **donations will start pouring in!**

So, choose your fundraising activity. You can start with something simple like an online fundraiser via **Go Fund Me or Facebook**, or you can go big with an event that leverages your hobbies and interests to raise funds.

Whatever you choose, know that Emerge Australia is here to support you every step of the way. **Let's make a difference together!**

# Set a Fundraising Goal

Determine the overall goals and objectives of your online fundraiser or event.

## What is the fundraising goal amount?

- If you're doing an online fundraiser, simply set a goal based on how much you want to raise.
- If you're doing an event, set your goal by determining how many people you will have at your event, what are you going to charge people to attend, what do you think your expenses will be?

You can always add an incentive for people to donate. Make donating a contest for your friends and family. For example: Let people know that for every \$25 they donate, they will be entered into a drawing for a great prize. Be creative, offer to bake cookies, raffle off tickets to a game you can't attend, give away a bottle of wine you've been holding onto. If you have achieved your goal, think about increasing it to encourage more donations!

## Event Fundraisers

### Create a Timeline

If you choose to create an event, keep these things in mind when determining the time and date:

- Choose a date far enough in advance to give you ample time to prepare
- Look at a local events calendar - are there an event in your area that may conflict with yours?
- Make sure to consider holidays and other busy times of the year for your attendees

You could coordinate your event with a significant date or time of year.

Consider hosting an event on 12 May for World ME Day or around Severe ME Day on 8 August or around Giving Tuesday in November

Set realistic dates and goals for when you will accomplish each of your goals to make the event successful.

Remember, that it is better to finish your to-do list earlier than later so make sure that you allow enough time to complete tasks well in advance of the event.

### Create a Budget

- Set realistic goals for attendance, revenue, and expenses. Make sure to consider any up-front costs or significant fees
- Estimate attendance, cost of decorations, refreshments, printing, mailing expenses, food/drink, location, giveaways, supplies etc
- Determine what items could be donated and who you know that can donate them. Determine the overall cost per person and then how many people need to participate to ensure a profit
- Consider significant up-front costs and deposits that may be required to reserve the location, caterer, DJ or other service provider
- Have a plan for paying expenses only when sponsorship money is received.

## A budget can be very simple

Expenditure		Income	
Food and drinks	\$100	Ticket sales 10X50 guests	\$500
Venue hire	\$100	Donations	\$200
Decorations	\$50	VIP parking	\$100
Crockery, cutlery, glassware	\$50		
<b>Total</b>	<b>\$300</b>		<b>\$800</b>

**Total funds raised \$500!!**

**AMAZING!**

Remember, if you can get things donated, your profit/donation to Emerge Australia will increase!

**Spread the Word — Tell Your Community How They Can Help**



Whether it's an online fundraiser or an event, you need to let your community know about it!

Facebook, Linked-in, Twitter, Instagram, TikTok, Vimeo.



We also encourage face-to-face invitations and traditional mailed invitations.

Sending an email and/or text can also be a very effective way to let people know about your event. The bottom line, share your enthusiasm and people will respond positively!

It is important to invite people to participate in more than one way and often.

**Promote early and often!**



# Spread the Word!

## Who can I ask for donations/to participate?

Some ideas:

- Friends
- Family members
- Co-workers
- Facebook friends
- Twitter followers
- Instagram followers
- Colleagues in networking groups
- Neighbours
- Businesses you support.



## What Inspires You?

## Personalise Your Why!

Here are the biggest things to remember when asking for money/for people to join you.

- **Your Why** - the mission of the organisation. Find a personal connection/story. The sooner you start sharing your "Why" story, the sooner you will see the donations come in! People give to people so your story will help you connect to donors.
- **People want to give** and donate to causes that are important. You are not an imposition. You are helping people find a cause to support.

## Sample Emails or Letters

### OPTION 1

Hello!

I am excited to be raising funds to support the work of Emerge Australia. Their vision is for Australians with ME/CFS to achieve the highest quality of life possible, and their mission is for every Australian diagnosed with ME/CFS to receive effective medical and other services without stigma or discrimination.

They are important to me because XXXX

I am raising funds for Emerge Australia by XXXXX.

I have set a goal of \$XXX to raise from generous supporters like you.

I am reaching out to you today to ask if you would consider supporting me?

I hope you will join me today and support our fundraising efforts. Thank you for your consideration!

INSERT YOUR WEBSITE LINK HERE



## OPTION 2

Dear XXX

I am excited to be raising funds to support the work of Emerge Australia.

Their vision is for Australians with ME/CFS to achieve the highest quality of life possible, and their mission is for every Australian diagnosed with ME/CFS to receive effective medical and other services without stigma or discrimination.

Today, I am reaching out to you with the request to support my efforts [INSERT YOUR WEBSITE LINK HERE](#)

All funds raised will be directed to Emerge Australia. This organisation means so much to me because XXXX

I have set a somewhat ambitious goal to raise \$XXX but believe that I can do it. The mission is so important to me, and I hope you will consider joining me!

Warmly,  
XXXXXX

## OPTION 3

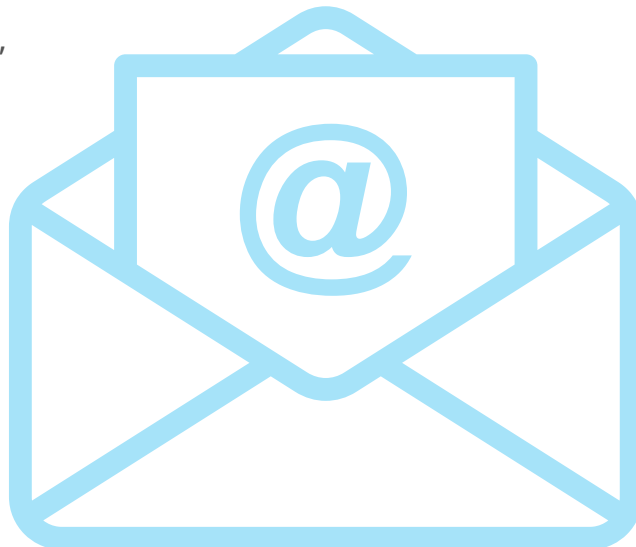
Hello Family and Friends

Hope you are doing well! I would love your help with an event I'm planning.

I have decided to do XXX to support Emerge Australia. whose vision is for Australians with ME/CFS to achieve the highest quality of life possible, and their mission is for every Australian diagnosed with ME/CFS to receive effective medical and other services without stigma or discrimination.

My goal is to raise \$XXX and I would greatly appreciate your help by donating TODAY. [INSERT YOUR WEBSITE LINK HERE](#)

Thank you for your support,  
(Insert your name)





# Branding Guidelines

Our logo is linked <https://www.emerge.org.au/fundraisingassets>

Please feel free to use it to create a graphic that can be used on social media or online, printed on flyers, etc. subject to our approval via [information@emerge.org.au](mailto:information@emerge.org.au).

Remember it is important that you not change the graphic or colours.

Any Emerge Australia. logo or adaptation of a logo must either be used in black and white, or be shown in the official Emerge Australia colours:

1. #019bdf
2. #0855ad
3. #052f5f#0f315d
4. #98bf0c
5. #222527
6. #efebed



When creating an event, it is important to be clear that it is a benefit for Emerge Australia. By declaring it is a benefit for Emerge Australia, your donors should understand that it is your event not an official Emerge Australia. managed event. It is unlawful to use the logos and materials available for personal gain. The proceeds going to Emerge Australia. must be declared and made clear, then all proceeds must be remitted to Emerge Australia. in a reasonable timeframe.

We ask that you use the official logos and the tagline **“to support Emerge Australia because people with ME/CFS matter.”**

Please direct people to our [website emerge](#) to learn more about or organisation and most importantly about ME/CFS and Long COVID.

# About Emerge Australia

At the very core of Emerge Australia is the belief that, people affected by ME/CFS and Long COVID (LC) can lead better lives as a result of being understood and supported by the latest clinical and scientific evidence and lived experience. The estimated ME/CFS cost to the Australian economy is \$14.5 billion annually. Emerge Australia aims to ensure that anyone impacted by ME/CFS or Long COVID has access to support, information and advocacy that empowers them with knowledge and skills to make their lives more liveable. We offer support to over half a million Australians who face ME/CFS and Long Covid, with 75% of these being women. Here's our Theory of Change:

## IF WE DO THESE ACTIVITIES

Education	Support Services	Research	Advocacy
Digital and face to face education for clinicians, allied health professionals and patients for best practice, evidence-based diagnosis, treatment + management.	Telehealth support and services informed by lived experience and current evidence to reduce social isolation and build capacity for self-advocacy and management.	High quality research supported, promoted and conducted to improve the lives of affected Australians.	Awareness raising and influence built with Government and key stakeholders to change health policy and practice on behalf of people affected.

## OUR OUTPUTS WILL BE

Education	Support Services	Research	Advocacy
<ul style="list-style-type: none"> <li>GP, nursing and other health professional – 1,500 GPs trained, and 12 bespoke allied health training forums conducted annually.</li> <li>Five pacing education packages delivered annually for patients and healthcare professionals.</li> <li>Delivery of quarterly allied health professional webinar series by discipline.</li> </ul>	<ul style="list-style-type: none"> <li>Efficient and effective free patient support + information services that triages 1,400 patients + carers.</li> <li>Capacity building for high-risk patients + carers to increase their independence.</li> <li>Medicare rebate advocacy for allied health service provision.</li> <li>Online information for patients to easily access local GPs including 5 pacing education packages + 80 online peers to peer community support sessions annually.</li> </ul>	<ul style="list-style-type: none"> <li>At least 5 high quality Australian biomedical research / clinical trials underway into ME/CFS+LC.</li> <li>Active and growing Biobank with 500 bio samples and registry with 2,000 participants.</li> <li>Health and Wellbeing Survey formulated and conducted.</li> <li>Leading collaborations for the development of clinical guidelines for ME/CFS and LC in Australia.</li> </ul>	<ul style="list-style-type: none"> <li>Advocacy toolkit to empower ME/CFS patients and carers.</li> <li>Evidence-based advocacy papers to address inequities in access to NDIS and DSP benefits.</li> <li>Partnerships with sector to deliver health policy change.</li> <li>Develop framework of National Post Infection Disease Strategy for Government adoption.</li> </ul>

## OUR 2025 OUTCOMES WILL BE

Education	Patient Support	Research	Advocacy
<ul style="list-style-type: none"> <li>Patients have more confidence and safety in clinical care, and less anxiety in accessing healthcare.</li> <li>GPs report increased confidence and competence in diagnosing and managing ME/CFS and LC.</li> <li>Patients report that clinical practice is aligning with latest evidence on pacing and individually tailored exercise programs.</li> <li>50% increase in ME/CFS and LC referrals to Emerge Australia from GPs and nurses.</li> </ul>	<ul style="list-style-type: none"> <li>Patients are reporting enhanced benefits as a result of accessing multidisciplinary telehealth services.</li> <li>Patients and volunteers are increasingly engaged in online support groups and reporting positive impacts.</li> <li>Patients are accessing Medicare rebate for associated allied health services.</li> </ul>	<ul style="list-style-type: none"> <li>Evidence is grown through leading Australian biomedical research into ME/CFS and LC.</li> <li>First ME/CFS and LC patient-driven registry is established.</li> <li>First ME/FS and LC Biobank is established.</li> <li>Health and Wellbeing Survey findings are published.</li> <li>Multiple collaborations are leading to effective clinical guidelines for ME/CFS in Australia.</li> <li>Funding is received for research scholarships for early career researchers.</li> </ul>	<ul style="list-style-type: none"> <li>Federal funding is reinstated for critical Emerge Australia programs.</li> <li>Parliamentary Friends Group is re-established with regular meetings, enthusiastic attendance, reflecting increased parliamentary interest in ME/CFS and LC.</li> <li>New ME/CFS clinical guidelines are adopted and in operation.</li> <li>Increased awareness of Emerge Australia's work and recognition as the credible voice on ME/CFS and LC in Australia.</li> <li>Government at all levels are giving weight to Emerge Australia advice / recommendations and seeking us out for such.</li> <li>ME/CFS is recognised as a disability, with increase access to life changing support from the NDIS and DSP.</li> </ul>

## OUR IMPACT WILL BE

That every Australian diagnosed with ME/CFS and Long /COVID receives effective medical and support services without stigma or discrimination – so that they and their carers can receive appropriate care and support to help them manage and improve their health, to the extent they are able, across the lifetime of their disease, while we work towards a cure.

To discuss further contact Chief Executive Officer Anne Wilson at [ceo@emerge.org.au](mailto:ceo@emerge.org.au) or on **0400 165 391**.



### **1. May I use the Emerge Australia logo?**

Yes, but you must follow the branding guidelines mentioned above and it must be approved via [information@emerge.org.au](mailto:information@emerge.org.au)

### **2. Will Emerge Australia. help me pay for an event space?**

Unfortunately, we cannot help you pay for any of the event expenses, nor can we receipt in-kind donors for the items they give, according to tax regulations. They are supporting you and your event, not directly giving to Emerge Australia. However, it is perfectly acceptable to take your expenses out of the proceeds as long as you clearly note on all materials that the NET PROCEEDS are being remitted to Emerge Australia.

Should you choose to donate your costs, you may advertise that ALL PROCEEDS will be remitted to Emerge Australia. accordingly.

### **3. Can funds already donated to Emerge Australia. or donated directly be used to pay for my event expenses?**

No. Once funds have been donated to Emerge Australia., they cannot be returned to you to pay event expenses.

### **4. Can funds be kept paying for expenses of the fundraising event?**

Yes, but ensure the funds are kept in a safe location and these are not considered tax deductible. Also, it is best to explain to your donors that some donations will be used to cover expenses and NET proceeds remitted to Emerge Australia.

### **5. When do funds raised from fundraising initiatives need to be given to Emerge Australia?**

Emerge Australia. asks that you deliver any proceeds raised from your initiative within 30 working days after the activity has taken place.

### **6. Are donations made to a fundraising event tax deductible?**

Emerge Australia. is a charitable organization, so any contribution directly to Emerge Australia. – either through a bank transfer, credit card or via Facebook or Go Fund Me - qualifies as a deduction. Difficulty could arise when an independent, outside organization wishes to raise money for Emerge Australia.

If the payments are made to this independent organization or person, and it is not a deductible gift recipient or public benevolent charitable organisation, the payments will not be tax deductible. If the donations are made to Emerge Australia., then they qualify – to the extent by law.

#### **Please note:**

As stated above, please remember that when cheques are made to Emerge Australia, they cannot be utilized later, or paid back from Emerge Australia. for expenses of your fundraising event.



**7. Does Emerge Australia. provide tax receipts?**

Receipts are provided for donations made through our website or via Go Fund Me. We are unable to provide tax receipts for any kind of in-kind donations given directly to you for your event (e.g., auction items or donated services).

**8. Will an Emerge Australia Staff or Board member speak at my event?**

Emerge Australia. staff is very small, and we work to keep expenses to a minimum, so travel is unlikely. However, we would be pleased to support if we can, so send your request via [information@emerge.org.au](mailto:information@emerge.org.au)

**9. Will Emerge Australia help underwrite the cost of the event?**

We encourage community fundraisers to self-fund all expenses related to an event. Emerge Australia cannot reimburse for costs related to an event.

**10. Will Emerge Australia. pay for expenses of a fundraising event?**

No. We are not financially liable for the staging of your fundraising event.

**11. Why is our activity classified as a community fundraiser and not an Emerge Australia event?**

This is YOUR activity, which means you get to do it your way, with all of your own ideas, adding all of your own flare! So, when promoting your event, title it is as "Event Name, benefitting Emerge Australia.". This will show our complete support of your event while clarifying that it is yours, run by an independent person outside of Emerge Australia. staff.

