



**CREATIVE KIDS
BRIGHTER KIDS**

PLAYAIR

fundraising

toolkit





THE SONG ROOM

Holding a PlayAir fundraiser for The Song Room is a fun, social and rewarding way to bring music and the arts into the lives of disadvantaged children Australia wide.

Whether you choose to fundraise as a workplace, school, community group, as an individual or with a group of friends, every dollar will go to bringing the joy of music and the arts to Australian children who are currently missing out.

3 out of 4 Australian children are quite literally Playing Air with no access to specialist music education at their school.

By sharing the joy of music with your friends, colleagues or school you'll help brighten the futures of Australia's most disadvantaged kids.

So tune up your air guitar, dig out your glam rocker makeup, pick your best karaoke number, get your team together and hold a PlayAir fundraising event - and know you're helping to put a real instrument in the hands of a child who needs one.

This PlayAir Fundraising Toolkit is here to guide you with ideas and tips for holding an epic fundraiser.



We're here to help!

If you need any help, contact our Fundraising Manager, Bree at: bree@songroom.org.au or call (03) 9521 3990.

PLAYAIR FUNDRAISING IDEAS

AIR GUITAR CHAMPIONSHIPS

- ▶ One for the show ponies!
- ▶ Dig out your old bandana and your favourite band t-shirt and rock out with your friends!
- ▶ Inspire your guests in the lead up to your event with YouTube clips from the world's best Air Guitar champion

HOLD A GIG

- ▶ Support your local music scene and give the benefits of music to disadvantaged children at the same time
- ▶ Donate proceeds from ticket sales or cloak room
- ▶ Collect donations on the night

STAGE THE ULTIMATE KARAOKE NIGHT

- ▶ Get those A-grade backing tracks out and warm up your vocal chords
- ▶ Donate to perform
- ▶ Auction off your favourite karaoke numbers

DRESS LIKE A ROCK STAR DAY

- ▶ A great event for school kids
- ▶ Collect gold coin donations to dress like your favourite rock star for the day
- ▶ Have a 'rock parade' with prizes for the best dressed

Prefer to fundraise without hosting an event? No problem! We'll applaud you for your armchair air guitar or singing in the shower efforts too!



DISCOVER

CONNECT



HOW TO RUN A SUCCESSFUL PLAYAIR FUNDRAISER

Running a fundraising event can be heaps of fun. Here's a step-by-step guide to help you manage your event to get the most out of it!

CHOOSE YOUR ACTIVITY

- ▶ Review the PlayAir Fundraising Tool Kit and The Song Room's Fundraising Guidelines to ensure you understand your responsibilities as a fundraiser for The Song Room.
- ▶ Decide what kind of PlayAir event or activity you and your team would like to hold. Give yourself plenty of time to get organised.

PLAN AND PROMOTE YOUR ACTIVITY

- ▶ Rally the rockers! If you want to enlist others to help with the fundraising get your team together. This will really help you extend your network and reach your fundraising goal.
- ▶ everydayhero is a great fundraising tool that takes all the effort out of managing your campaign. Head to The Song Room's page and easily create your own shareable fundraising campaign. [Find it here.](#)
- ▶ Let people know about your fundraising activity and ask them to support you. Make sure you always include a link to your everydayhero page.
- ▶ Use your social media networks, Facebook, Twitter and Instagram.
- ▶ Email your friends, try to reach at least 30. Let your local paper know about your efforts too.
- ▶ Make sure all your team members help spread the word. Ask your friends to share your page with their networks.
- ▶ It helps to ask for a specific amount. For example. "Please donate \$50 and allow one refugee child to participate in music and arts programs at their school for 6 months." You can find inspiration on the next page. Ask your employer and local businesses to support you.



BUILD THE MOMENTUM

- ▶ Keep the posts coming. Thank people for supporting you. Let page visitors know how you are going with your event preparation. Fun photos and videos are great for keeping people interested in what you're doing.
- ▶ Share posts and thank you messages from your everydayhero page to Facebook and Twitter.
- ▶ Rock your event! Organise and hold your activity and have heaps of fun doing it!

AND DON'T FORGET...

- ▶ Thank your supporters. Use your everydayhero page to let them know how their contributions will help The Song Room. Provide them with photos, a certificate, a poster or think of other fun ways to thank them.
- ▶ ... to have fun!

Your support will give vital music education to children across Australia who are missing out.

They'll enjoy it - and so should you!

HOW YOUR FUNDRAISING WILL HELP



\$20

Provides an interactive education resource for a teacher to engage their students in the arts.



\$50

Provides one class with a set of percussion instruments to keep.



\$80

Enables a disadvantaged child to participate in a six month music and creative arts workshop.



\$150

Helps two sick children and their families to participate in an ongoing music program in a Children's Hospital.



\$250

Provides the materials to create a bi-lingual storybook for parents in culturally diverse communities.



\$500

Helps a school attend their first ever live performance by sponsoring a bus to the venue.



\$1,000

Provides five schools with a set of non-tuned instruments to keep.



\$5,000

Provides a program for families from refugee backgrounds to find a voice in their new community.



\$15,000

Helps provide a disadvantaged school with a six month workshop for 200 children.



INSPIRE

Music and arts education is proven to lift academic performance, school attendance and social & emotional wellbeing.

By fundraising for The Song Room you can help some of Australia's most disadvantaged children get the best possible start in life.



TIPS AND TRICKS

Let's face it, often the hardest part of raising money is the most important part - asking people for donations. Here's three main things the most successful fundraisers do when they make 'the ask'.

► What

Ask for a specific donation amount, say \$50. Often your friends and family just don't know how much to give and sometimes this uncertainty can actually stop them from donating.

► Why

Tell people why you personally care about The Song Room. Your passion for our cause is contagious. People are far more likely to donate if they understand why our cause is close to your heart.

► How

Let people know what will be achieved by The Song Room through your support. 3 out of 4 Australian children do not have access to specialist music education at school, despite irrefutable research that kids who participate in music and the arts at school have better numeracy and literacy skills, attend more and are happier.

That's why we do what we do!

WE CAN HELP

At The Song Room we appreciate all your fundraising efforts and our Fundraising Team are here to help you along the way.

We can promote your event on our Facebook page, or send you posters and buttons. And remember, we're only a call or email away. If you need tips or advice, just ask!



SO WHAT ARE YOU WAITING FOR?

Set up your everydayhero page, bring your team together, and get fundraising today.

With your support we can brighten the futures of every Australian child by participating in music and the

arts to enhance their education, personal development and community involvement. And don't forget, we're here to help!

THE FINE PRINT

1. All constituent details of the approved fundraising activity are the sole responsibility of the applicant, as set out in the Authority to Fundraise form.
2. The organiser must comply with obligations imposed by the Charitable Fundraising Act and applicable State/Territory laws and regulations.
3. All relevant permits and licenses for the activity must be secured by the event organiser.
4. Any and all promotional material and collateral produced in conjunction with the proposed fundraising activity must clearly state that this event is 'raising funds for The Song Room', as opposed to a Song Room-managed event.
5. Any use of The Song Room logo is to be approved prior to publication by an authorised representative of The Song Room.
6. The Song Room alone is authorised to issue a tax-deductable receipt for funds raised and donated to The Song Room. Please note that the Australian Tax Office has ruled that donations are not tax deductible if the donation involves the exchange of money for goods and/or services (such as raffle tickets, competition or event entry tickets).
7. Funds raised must be reconciled with The Song Room no later than 10 working days after the event or activity.
8. Funds raised and not processed via Everyday Hero can be deposited directly into The Song Room Public Fund bank account, mailed in as a cheque, or donated via the application on our website.

The Song Room
BSB: 063 353
Account number: 1006 5445
9. Whilst The Song Room is unable to provide publicity support for your event, we are able to provide you with a publicity kit with guidelines, templates and tips.
10. The Song Room is unable to provide insurance of any kind, including public liability, for your event. The Song Room cannot be held responsible for any accident or injury sustained over the course of your event.
11. The Song Room reserves the right to refuse or cancel the Authority to Fundraise if it is decided the activity is not in the best interests of the organisation.



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