

HOW TO PLAN THE PERFECT JEANS FOR GENES FUNDRAISING EVENT!

We know planning is difficult with social distancing in place, and restrictions are changing from week to week. Take into account what is and isn't possible in your location right now and plan accordingly.

MAKE YOUR FAVOURITE TREAT BLUE!

Organise a denim-themed morning tea or bake sale! Get out the blue food colouring to make your own blue cupcakes, macarons, or even lamingtons! It's up to you. Can't get together to share the treats? Challenge your friends and workmates to a Zoom bake off. Ask them to make a donation to enter their creations in a judging competition (most gorgeous and most blue wins). Everyone else can vote for their favourite with a \$5 online donation to your online fundraising page - just send them the link in the invite!



Visit our [Resources page](#) for bunting, flags for your treats and other decorations to help your event look the part at home or in person: myjeansforgenes.org.au/dashboard

Party time

Hold a denim-themed disco or trivia night by Zoom or in person. Ask everyone to make a donation online to your fundraising page to join the fun!

Prizes

Approach local businesses and ask them to donate items to be auctioned off or raffled. It's a great way to involve your local community and incentivise people.

Dollar matching

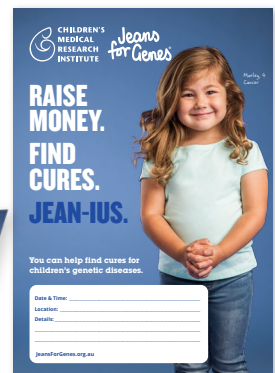
Ask your employer to match your fundraising efforts, an easy way to double your results and build team spirit in the workplace! You'll find a customisable letter to send to HR on our Resources page.

Loose change

Collect extra donations by putting boxes or tins in convenient places, for example at the school canteen or near the office vending machine.

Celebrate with a difference

Avoid getting another jumper that doesn't fit or other gifts you don't really need. Instead, ask for donations at your next birthday or other celebration. Ask guests to give a meaningful donation in lieu of presents.



EVENT CHECKLIST

BEFORE THE DAY

Decide on your event



Get creative. Be inspired by one of the ideas on the previous page, or come up with your own. Make it an event no one would want to miss. The more interesting, the more people are likely to attend, and the more donations you will collect.

Set the date

Make sure it's a date and time that maximises attendees. During the work day? After school? Friday night?

Promote your event

Use posters to help promote your event - these are available on our [Resources page](#). Hang it in a prominent place at your workplace, club or school. Don't forget to use social media and email. You can find images and content to share through our Facebook and Instagram accounts:

 @Jeans For Genes Australia
 @jeansforgenesau

Decide how to collect money




You can collect money at the event and pay it in later on your [fundraising dashboard](#), or ask for donations through your online fundraising page. If you haven't set up a public online fundraising page, you can do that in your dashboard now. Either way, let people know what you'd like them to do.

ON THE DAY

Make sure you visit our [Resources page](#) to download and print posters, bunting and other decorations to liven up your event!

If you ordered a donation box to collect money on the day, please make sure this is visible in a prominent area/space. Let people know that every dollar they give brings us one step closer to finding cures and treatments for children's genetic diseases, like cancer, metabolic disorders and cystic fibrosis.

Capture the day with lots of pictures and share with us:

 @Team Jeans for Genes
 @jeansforgenesau
 info@jeansforgenes.org.au

POST EVENT

Pay in the money you've raised online on our [website](#) or on your [online fundraising page](#). Thank those who attended or donated with a group email or download a 'Thank You' poster from the Resources link on your fundraising dashboard to display, so that everyone knows their support is appreciated.



Visit our [Resources page](#) for posters, bunting, decorations to liven up your event and Thank You certificates for generous donors.

If you need an additional donation box or information about Jeans for Genes to help your fundraising go the extra mile, please let us know.

info@jeansforgenes.org.au | 1800 436 437