



FOR CHARITIES

Fundraising Tips



Did you know over

\$16 MILLION IN **10¢** REFUNDS

have been donated to charities
and community groups?



**RECEIVE REFUNDS DIRECTLY TO YOUR
CHARITY. GET STARTED TODAY!**

Visit c4change.info/forcharities to find out more.

For additional support, reach out to our
Community Team at getinvolved@warrrl.com.au

Follow these four easy steps to raise funds for your charity, while saving 10¢ containers from general waste.

We have put together these targeted tips, so you can get started on your fundraising journey.



STEP 1

Sign up for a member number



STEP 2

Assemble your fundraising team



STEP 3

Get familiar with our Fundraising Tips for Charities Guide



STEP 4

Stock your fundraising toolkit

STEP 1

SIGN UP FOR A MEMBER NUMBER

Before you start fundraising through Containers for Change, you'll need to sign up for a member number. A member number allows you to receive 10¢ container refunds directly to your organisation's nominated bank account.

1.1 Sign up for a charity group member number

Head to the Containers for Change WA website. Click "Sign-Up" then select "My Team" and follow the steps:

a. **Create an individual account as the fundraising team leader.**

A charity group member number needs to be linked to an individual account – best practice is to register using a standard email for your charity (info@, admin@, etc). This ensures continuity of access if roles change.

b. **Create a New Individual Account and follow the prompts.**

Enter your contact name and mobile number – a verification text and email will need to be sent to create the account.

c. **Create your Charity group account.**

Login and select "Sign Up a New Organisation". Select "Charity" as the type. You will need your organisation's information such as trading name, postal address, ABN, and bank details.

d. **Wait for confirmation.**

If your group has a charity or not-for-profit status, we will need to confirm this before we can activate your member number. This will take around two business days.



1.2 Access the member portal

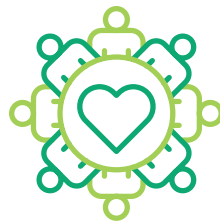
Once your account is setup you can sign into the member number portal at any time. Here you will be able to set goals, track your progress, and update your details.

1.3 Promote your cause

In the member number portal, you will see your group's member number. You can share this with your supporters so they can donate directly to your charity.

1.4 Make your cause public

Share your cause by registering your organisation with Containers for Change so we can upload your member number on our website, app, and in our Causes Directory.



STEP 2

ASSEMBLE YOUR FUNDRAISING TEAM

Your team 'captain' will be the main point of contact for your group member number, with admin capabilities. If possible, it is best practice to ensure two people's accounts are nominated as team captain of your charity. This secures ongoing access to the Member Portal should roles in your organisation change.

You can invite teammates to your group account if they have existing, personal Containers for Change accounts. Teammates will have a limited view of activity, targets and totals.

Whoever sets up your account will automatically be assigned as the team captain. In the member portal, your team captain can add and change teammates' status at any time.



STEP 3

GET FAMILIAR WITH OUR FUNDRAISING TIPS FOR CHARITIES

We have compiled a list of top tips from charities in WA who are currently on their fundraising journey.

Campaign integration and visibility

✓ **Integrate**

Integrate the Containers for Change donation option into the entirety of your broader fundraising campaign in Western Australia.

✓ **Website**

Ensure Containers for Change is visible as a donation option.

✓ **Email**

Consistently promote Containers for Change and your member number in your email marketing.

✓ **Social Media**

Ensure your followers think of your cause when they return their 10¢ containers, keep posts consistent and frequent.

STEP 3: FUNDRAISING TIPS

Minimise effort and maximise impact

Prepare campaign assets

Use social tiles and assets to promote your cause. We have an assortment of customisable resources to support your fundraising journey.

Create powerful partnerships

Partner with commercial entities who collect and can donate their 10¢ container refunds to your cause. Engaging businesses and events as sponsors is a great place to start.

Reach unexpected donors

Ensure your cause is listed on the Containers for Change website in the “Causes Directory”.

Maximise events

Arrange to collect 10¢ containers at your own events to support your cause.

Reach out to your local Refund Point

Ask what they can offer to help with your event or office collections, or how they can help to promote your cause to their customers.

Motivate and recognise your supporters

Peer-to-peer

Encourage supporters to collect 10¢ containers on behalf of your cause at their own workplace or event and motivate them through campaigns, donation targets, etc.

Share updates

Call out how many 10¢ container donations have been raised, and what that translates to for your work.

Individual donor recognition

Celebrate regular or top donors to inspire new donations and prompt existing donors to keep up the great work.

Commercial donor recognition

Celebrate and motivate commercial donors. For broader environmental and social impact statistics, visit the 'Impact' page on the Containers for Change website.

STEP 3: FUNDRAISING TIPS

Make donating simple for your supporters

✓ Share your member number

Share your Member Number, QR code, and barcode found in your member portal, so supporters have your donation details handy when they return their 10c containers.

✓ Set donors up for success

Provide information (or links) on how to collect and donate. You can do this by pointing them in the direction of the Containers for Change website.

✓ Promote Containers for Change Collect for busy donors

Encourage supporters to use Containers for Change Collect, where a Refund Point Operator will collect containers direct from their door. Regular, ongoing, or large collections for events and big business can be arranged.





STEP 4

STOCK YOUR FUNDRAISING TOOLKIT

Know where to send your supporters

The Containers for Change website is the best place to direct supporters to get set up.

Be sure to share the Containers for Change social media posts to help educate supporters on how to collect and donate.

Use our resources

We have an assortment of customisable resources available to support your fundraising journey, including social media tiles and posters.

Prefer to make your own?

Head to our Brandfolder for approved logo files and icons. Ensure you send your final design to **marketingservices@warrrl.com.au** for final approval prior to printing and distributing to your audiences.





STAY IN THE LOOP

For helpful ideas, tips, and information, join our monthly newsletter. Visit the Containers for Change WA website to sign up.