

FUNDRAISING GUIDE

YOUR STEP BY STEP GUIDE TO
RUNNING YOUR OWN FUNDRAISER FOR
COASTGUARD





PLEASE SUPPORT COASTGUARD

The marine search and rescue charity.

Keen to run a fundraiser and help save lives at sea?

Then you've come to the right place! As New Zealand's primary marine search and rescue organisation we support Kiwis when they are out on the water rescuing an average of 19 people every day! That's over 7,000 people across the year. Our volunteers risk everything to ensure Kiwis are brought home to safety. We're ready to save even more lives with the money you raise, and to cheer you on as you organise and run your fundraiser. So no matter how big or small your fundraiser, it will make a huge difference to our lifesaving work.

What we're all about...

As Kiwis the call of the sea runs strongly in our veins. Wherever we live we're always so close to a coastline - we have over 15,000 kms of it surrounding us. As children we're brought up swimming, fishing, and boating in and around it. It's our playground. It brings a feeling of pleasure and excitement that is free to us all. But the sea is also wild - at times unpredictable, quickly changing, and above all unforgiving to those who are not wary. Even the well-prepared can be caught out. When that happens, Coastguard volunteers save lives at sea.

Our volunteers stand ready to assist those in need on the water 24/7. Whether it's launching in a high-tech rescue vessel, taking to the skies in a search aircraft, or providing vital radio communications from our operations rooms, our people will do everything they can to save a life.

That's only possible though thanks to generous people, like you, who have supported Coastguard with fundraising and donations. Together we can save lives at sea.

Why we'd love you to help save lives

Your help is vital in saving the lives of New Zealanders at sea. To rescue over 19 desperate boaties every day, our search and rescue volunteers urgently need your support.

Currently Coastguard only receives 15% of our funding from the government. The remaining 85% needs to be raised from generous supporters within our community.

Coastguard vessels are manned by professionally trained search and rescue volunteers. Unfortunately these volunteers are also under enormous pressure to fundraise to keep their vessels, fixed wing aircraft and equipment maintained. The more you can do to help them out with fundraising, the more they can concentrate their efforts on training and responding to critical emergency calls.

Please join us and help save lives at sea!



Your fundraising efforts make a difference...

In the 12 months ended 30 June 2014 Coastguard volunteers responded to 276,679 radio calls, 2,849 calls for assistance and rescued 7,334 people. Our volunteers gave over 315,234 hours in the operation of the country's Coastguard Units.

The money you raise goes towards

Essential rescue vessels, fixed wing aircraft and safety equipment
» Vital search and rescue training for Coastguard volunteers

Public education and safety campaigns
» Radio communications equipment and training

»
Which ultimately saves the lives of New Zealanders. Thank you!

Meet Bernie

Coastguard asked me if I would share my story with you and believe me, I'm only too happy to do it. I can't believe that they have to raise money to do their life saving work. And they're all volunteers - that's generosity for you.

I decided to tell you about what happened to my family that day because I want Coastguard to be there for you, or your family and friends if they ever find themselves in trouble like we were.

It was two days before Christmas when the four of us went out fishing. We were having a great time, the fish were biting and we were reeling them in. We'd have heaps to take home to share with our families over Christmas. We didn't want to head back in, the fishing was just so good. If I knew then what I know now...

As we turned for home I was worried about the wind blowing against the tide on the Manukau Bar, it looked rough. I radioed Ray, the Duty Officer at Coastguard and told him we'd be crossing the bar. Everyone had lifejackets on and I put the EPIRB (locator beacon) inside my lifejacket. We got into the south channel, the waves were six metres, every seventh one was even bigger and breaking. When we were half way in I radioed Coastguard again, we still had quite a way to go. Waves had broken over the boat, we were taking on water. I had everyone bailing the water out as fast as they could.

I thought about going back out to sea and waiting. But we were getting closer to shore, we kept going. But then a big wave caught us. It turned the boat sideways. My son was talking to Ray at Coastguard when the boat flipped. The last thing Ray heard was my son's scream. Thankfully the Coastguard



volunteers knew where we were and that we needed help.

The Coastguard guys were just fantastic, they did a great job rescuing us so quickly. Things could have turned out so differently. I feel truly grateful that Coastguard volunteers helped me get my family home safe and sound that day.




It wasn't until later that it really hit me. I was the skipper, I felt responsible for getting us into this situation. I've spent many years coaching teams, the New Zealand Maori rugby league team, New Zealand A, and the Warriors Reserve team. I thought I knew about being responsible and making the right decision at the right time...

As a coach I know how important training is. Coastguard volunteers are called out when it's rough, when it's dark, and when people are desperate and scared - you can't do a job like that without proper training. Please do your bit to fundraise for Coastguard - it's the right thing to do. Thank you!

Bernie Perenara, *rescued on the Manukau Bar*

Getting started...

If you have an idea or plan for a fundraiser that you would like to benefit Coastguard, please follow these simple steps:

-  As soon as possible, inform Coastguard of your plans for event logistics, potential sponsors and volunteer/fundraising material support needs by phoning or emailing your local Coastguard unit, regional Coastguard office, or Coastguard National Office. (09 489 1510, info@coastguard.co.nz)
-  Complete the fundraising registration form on page 14 and return it to info@coastguard.co.nz
-  Use this guide to help you with fundraising principles, ideas, and media enquiries

**“Also, a big THANK YOU in anticipation
of all your hard work in fundraising
to help save lives at sea!”**

Top fundraising tips

1. **Have fun** - make your fundraiser something you'll enjoy both organising and being a part of
2. **Aim high** - set your sights high but at the same time make sure your fundraising goal is realistic
3. **Get online** – create your own fundraising page and tell your contacts that they can donate to your fundraiser online. We recommend you create a page on www.givealittle.co.nz. Search for Coastguard. Personalise your page with photos
4. **Remember the cause** - share your passion for helping those in trouble on the water with those considering donating money to your Coastguard fundraiser. This will bring your fundraising to life
5. **Maximise your funds** - try to get a few high value donations first. Donors who follow will then give you more. If your fundraiser is an event, add extra activities (auction, merchandise, raffle) to help raise even more money
6. **Timing is everything** – think about the best time of the month and year to do a fundraiser and check for potential clashes. Make sure you allow plenty of notice for those involved. You can ask more than once – sometimes people need a reminder!
7. **Plan your way to success** – get help from friends and family by giving everyone specific tasks to do. Always have a backup plan, just in case things don't work out as you hope
8. **Be heard** – tell others via social networking sites and consider approaching local media – see the Media section on Page 9
9. **Keep your costs down** – keep expenses to a minimum and try to get items and services donated or sponsored
10. **Thank, thank and thank again** – do let people know how grateful you are for their support and remember to keep them updated on your overall results
11. **Keep it safe and legal** – this is your fundraiser so Coastguard is unable to take responsibility. No matter what type of fundraiser you are planning, there will be legal and safety issues that you will need to consider

Fundraising Guidelines



All fundraising promoted as supporting or benefiting Coastguard must be conducted in accordance with the following guidelines:

All events and promotions must be approved in writing by Coastguard in advance. This is an important safeguard to preserve the integrity of our brand and our commitment to raise the funds needed to fulfil our mission in a cost efficient and honest manner.

Coastguard is available to provide guidance for your fundraiser, but unfortunately not always administrative or event logistics support. Your organisation is responsible for all details of your event including costs, recruiting volunteers to help out at the event, creating flyers to publicise the event and working the actual event.

All promotional materials, including but not limited to: advertising, letters, brochures, signage, flyers and press releases must be sent to Coastguard for approval prior to production or distribution (at proof stage). All promotional materials must clearly state the share of any funds raised that will benefit Coastguard, and the basis on which the benefit will be calculated e.g. 100% of revenue/funds received or of profits/proceeds.

The fundraiser must be promoted in a manner to avoid statements or the appearance that Coastguard is endorsing any product, firm, organisation, individual or service.

Coastguard can provide informational materials promoting the organisation, its goals and accomplishments.

Organisers are responsible for obtaining all permits, especially those for raffles and/or games of chance.

Organisers must obtain their own liability insurance to cover the event.

Coastguard is not financially liable for the promotion and/or staging of third party events.

Under no circumstances will Coastguard be responsible for the payment of expenses you or your organisation incur for your event or activity. Under no circumstances may you represent to others that Coastguard is involved in the organisation, or is an underwriter, of your event or activity.

Coastguard should receive a complete accounting of all funds collected and expenses related to the event. We reserve the right to inspect all event financial records.

The Coastguard name can be used while promoting your event but cannot be used as part of the event's name. This is because it is not a Coastguard run event - rather an activity to support Coastguard. Below are some examples of how you can use our name in your promotion:

Proudly supporting Coastguard – the Charity Saving Lives at Sea

Silent Auction – 100% of net proceeds to Coastguard

However, the Coastguard name and logo must not be used on any goods you sell or give away as part of your event or activity, unless they have been approved by Coastguard in advance.

Fundraising Ideas



There are so many options for your fundraiser. Here's a few ideas to get you started....

For the business minded

Host a dress-down day at your work. Colleagues pay \$2 and come to work in whatever they like

Get your business involved in corporate support – talk to us about how we can create a bespoke sponsorship package to support our work

Become a Payroll giver – the tax benefits are great too!

For the community focused

Get out into the community and do some bucket shaking on our behalf (just make sure you get the right permissions)

Help us sell lottery tickets - we run a lottery each summer with great prizes so contact us for details on how you might be able to help

Host a sea themed quiz night with your friends and family. This could include questions from shipwrecked themed movies

Run a car boot sale at your local hall

For those going solo

Give a regular gift – it takes just \$35 per month can provide a week's training for a Coastguard volunteer

Sell your yummy baking – take it along to your club or workplace to sell

Offload your unused gear on Trade Me and donate the proceeds to Coastguard

For those at school or uni

Organise a mufti day and ask students to make a gold coin donation

Ask if you can organise a car wash in the school car park and convince your friends to join in

Organise a sea themed party night at your student union

Host a fancy dress street collection (remember to seek the relevant permissions!)

For those at home wanting to involve family and friends

Host a shipwrecked film/fancy dress party night at home – invite friends around for a night in and collect donations on entry

Mother's and Father's Day – rather than receiving gifts you don't really want, encourage your kids (and grandkids) to donate money to help save lives at sea

Hand bag or tool swap – make a donation to come along and bring along your unwanted gear and trade it for something else you'd rather have

The money you raise helps save lives at sea...

\$35	trains a search and rescue volunteer for a week
\$50	pays repairs and maintenance on a rescue vessel for a week
\$150	buys a personal flotation device
\$600	sponsors wet weather gear and a personal flotation device for a rescue volunteer

Keeping it safe

Please remember to keep your fundraiser safe and legal. Coastguard doesn't accept liability for any loss, damage or injury suffered by you or anyone else as a result of taking part in a fundraiser. We've included some top tips below:

- ▶▶ **Minimise your risk** – health and safety should be your top priority. A risk assessment may be required depending on what type of fundraiser you are planning to do. Ask us if you need to complete an assessment. What's more, follow the professional advice of equipment manufacturers. Make sure both you and third party suppliers have adequate insurance.
- ▶▶ **Tell us what you're doing** – we need to know what you're doing as you are representing Coastguard. You will need to complete a fundraiser registration form and keep us updated on any activity you are doing throughout your fundraiser.
- ▶▶ **If you want to hold a collection in a public place you'll need to ask permission** – for public collections check with the local council. Alternatively, if you hold a collection on private property like a supermarket you will need to obtain permission from the store.



The money you raise goes towards vital search and rescue training for Coastguard's volunteers.

Getting the most out of the media

Build relationships with your local media and get them involved in your event. Get them excited about covering your event with a community focus - getting this local or regional press coverage for your event can help you boost your fundraising. We've provided a template on the next page to help you. Once you're ready to tell the media, contact us! We'll check over your plans and offer ideas for how to spread your message even wider.

Our communications expert...

Monique Caddy, National Communications Manager
 Tel: 09 905 4762
 Mob: 021 420 653
 Email: monique.caddy@coastguard.co.nz

When and how to tell others? Draft the key messages you would like to get across including but not limited to, why you have chosen Coastguard, what it means to you to raise funds for us. Assign a photographer for your event to capture it, you'll then be able to send these out to key media contacts after the event to help with coverage. Send a press release to everyone you can think of in your local area. Try and send your press release out early (up to four weeks before your event date), but if you've left it until the day before they may still be interested. Send your press release by email to the news editor at newspapers, radio and TV stations.

What's next? Follow it up with a phone call. Ask them if they are interested in covering the story. Be assertive and persistent. You should also be prepared to email your release again.

They want me to do an interview, what do I do? Don't panic - contact us and we'll help you. It's important to focus on what you want to say rather than just on what they might ask. Take some time to prepare and think about the most important three key points you want people to remember.

Get the word out online Share on Facebook, Twitter, LinkedIn, Instagram, your Blog, Flickr and any other sites you use regularly.

Is that it?...

Why not contact media again to see if they would like to do a follow-up story and run a photograph. This is the perfect time to tell the world how it went and what a difference your fundraiser made for those in need out on the water!



\$140 trains one volunteer for a month.

Train one volunteer – save many lives

Press release template

Please use as a guide for writing your own press release...

Enter date: day, month, and year
Enter title: keep it local, relevant and punchy
Example title: ALETTA SWIMS THE STRAIT FOR COASTGUARD

Make sure that the first paragraphs include the crucial information you want the people in your area to know about your event or fundraising efforts, eg who, what, where, when, why and how.

(Where) At Wellington (When) early on Saturday 9 February dedicated Coastguard volunteer Aletta Lovell will commence her (What) Cook Strait Swim, a fundraising feat with all proceeds going to Coastguard. (Why)

This year Aletta was a member of the volunteer Coastguard crew who were awarded the Coastguard Rescue of the Year 2012 award. The volunteer crew involved in this rescue describe it as being one of the most challenging search and rescue operations they had been involved in in 15 years. She not only puts her life at risk when she goes out to save lives at sea, now she's also taking on an epic challenge to raise funds for Coastguard – her favourite charity.

(Include quote from a fundraiser, preferably an emotive reason for fundraising or a personal connection)

(How) Aletta enjoyed swimming a child, but latterly would describe herself as a “couch potato”. Swimming the Strait is a dream that has been smouldering in her mind since her childhood days. On 12 January 2012 the dream became a reality. She got in the pool, swam 1km, found a coach and so the epic journey begins.

Please join with Aletta and show her your support by donating to her online fundraising page at www.swimcookstrait.co.nz

- Ends -



For further information please contact:

(Fundraiser Name)
(Fundraiser Contact number)
(Fundraiser Email)

Notes to Editors:

(This should include any extra information that you think a journalist would want) to know. For example:

- Information on your school/community group/company
- Information on Coastguard – (Refer Page 11)

About Coastguard

Coastguard is the charity that provides New Zealand's primary maritime search and rescue service. The organisation operates from a network of four regions and 71 affiliated units, located around the coastline and major lakes of New Zealand. Coastguard New Zealand is a volunteer organisation with a charitable status. It has over 2,400 active Professional Volunteers who provide over 307,000 hours of their time each year to educate, protect and help save lives at sea. Coastguard performs over 3,000 rescues each year assisting over 7,000 New Zealanders. There are currently 72 dedicated rescue vessels, 10 air patrol units and one dedicated communications unit. All crew members on board Coastguard vessels and air patrol craft are trained search and rescue personnel working to enhance the safety of all New Zealanders when they participate in boating and water activities.

Returning your donations



If you have used an online fundraising platform like www.everydayhero.co.nz your supporters will have automatically received donation receipts. However, Coastguard can send out receipts to anyone else who made a donation of \$5+ to your fundraiser.

To do so we need the details (name, address, amount of donation) of everyone who donated money to you so that we can accurately allocate and acknowledge the donations made. You can use the donation form on page 12 to do so. You have a number of options for giving us the money you have raised:

1. Make an online payment directly into our bank account for the total funds you've raised. ASB Bank 12-3209-0434030-01 Please reference 'Your Event Name' and 'Your Name'.
2. Post us a cheque payable to Coastguard New Zealand.
3. Pay with your credit card online at www.coastguard.co.nz. Reference 'Your Event Name' and 'Your Name' in the comment box.
4. Bring the cash in to any of our Coastguard offices.

Let us know the outcome and when you expect to distribute any funds raised to Coastguard, ideally within ten days of the end of your event or activity. We would appreciate it if the proceeds could be distributed in one lump sum to Coastguard as soon as possible after the end of your event or activity.

Donation form

Mrs/Ms/Miss/Mr _____

First Name _____

Surname _____

Address _____

_____ Postcode _____

Email _____

Phone () _____

Name of Fundraiser you're supporting _____

Amount \$ _____

Cash / Cheque / Credit Card (circle one) _____

Visa / MasterCard / Amex _____

Cardholder's Name _____

Card no. _____

Expiry date _____

Please send me information on how I can help save lives at sea

by giving a monthly donation as part of Team Rescue

through my will

I would like to advise that I have already made provision for Coastguard in my will

Tick here if you do not wish to receive future communications.

Your privacy: Coastguard collects your details to keep you informed about Coastguard (including membership, education, donating and lotteries). Your details are stored securely at our national office and can only be accessed by Coastguard personnel. You are welcome to contact us at any time to access and update your personal information or to 'opt-out' of receiving further communications from us.

Write to us at Coastguard New Zealand, PO Box 33559, Takapuna, Auckland 0740 or email us at info@coastguard.co.nz.



Fundraiser reconciliation form

Once you have finished your fundraiser, please complete and return this form

Freeport Coastguard, PO Box 33559, Takapuna, Auckland 0740

Title _____

First Name _____

Surname _____

Address _____

_____ Postcode _____

Phone () _____

Event details _____

Name of fundraising activity _____

Fundraiser date(s) _____

How much did you raise? _____

I have:

- Made an online payment directly into Coastguard's bank account
12-3209-0434030-01 Please reference 'Event' and 'your name'
- Enclosed a cheque payable to Coastguard New Zealand
- Paid already by credit card online at www.coastguard.co.nz

Signed _____

Date _____





Fundraising registration form

Date: _____

Name of individual/group/club/company planning the fundraising activity or event:

Type of business and products manufactured/sold (if a company):

Address: _____

_____ Postcode: _____

Phone: _____ Fax: _____

Email: _____

Contact Name: _____

Name of proposed fundraising activity or event:

Effective from:

Time (if an event): _____

Location: _____

Description of fundraising activity or event: _____

Estimated gross revenue/collections (\$): _____

Estimated expenses (\$): _____

Other charities proposed to benefit: _____



Estimated net revenue to Coastguard (\$): _____

Which, if any, companies or organisations are you planning to target for sponsorship or support? _____

What assistance do you require from Coastguard, if any? _____

Do you intend to use Coastguard's name and/or logo on any of the promotional material? (If yes, please describe below how it will be used)

Do you prefer for a Coastguard representative to attend the fundraising activity or event? (If yes, please describe the role the person will play)

Will you require any information from Coastguard? (If yes, please specify below – including quantities and a delivery address)

I agree that:

Coastguard must approve all publicity and printed material referring to or bearing the Coastguard name and/or logo prior to its production and release.

I will notify the outcome and when I expect to distribute any funds raised to Coastguard within 10 days of the conclusion of the activity or event.

Please email/send/fax your request to:

Fundraising Team

Fax: 09 377 0765

Email: info@coastguard.co.nz

Your support is greatly appreciated

Your proposal will be reviewed as soon as possible and you will be contacted within seven working days





The Charity Saving Lives at Sea



THANKS AGAIN!

We really do appreciate everything you've done to help save lives on the water. Please do tell others about your experience and encourage them to run their own fundraiser.