

SCRUB UP YOUR WAY!

Fundraising Toolkit



GOLD COAST
HOSPITAL
FOUNDATION

SCRUB UP⁺
SEPTEMBER[™]
HELPING THOSE IN CRITICAL NEED

Every donation helps local patients and families when they need it most!

Why we Scrub up!

Because in an emergency, there is no time to wait.

When someone arrives in hospital in a critical condition, the right equipment and support must be there - ready, available and in the hands of our local health teams immediately.

Each year, more than 200,000 people come through our Gold Coast emergency departments. Behind every number is a real person, a parent, a child, a friend, needing urgent care when they least expect it.

In these critical, life-changing moments our health teams are there doing whatever it takes to care for our community. That's why this September, we're giving back and scrubbing up for them, ensuring they have access to the vital medical equipment, services and support they need when it matters most.



Scrubbing up helps patients like >>



ARLO



SOPHIE



JASON



IVY

We also do it for the thousands of other Gold Coast locals who, each year, find themselves facing an unexpected, life-changing health crisis.

Ways to Scrub Up +

Below are some fundraising ideas
to kick start your thinking!

Scrub Up + Push Up



Challenge yourself to complete a set number of push-ups or pull-ups throughout September.

Scrub Up + Cook Up



Cook your favourite meals, host a fundraiser or ditch takeaway and donate the savings.

Scrub Up + Stand Up



Take a stand for better health by staying active and fundraising throughout September.

Scrub Up + Upcycle



Transform old furniture into something new and raise funds through your creations.

Scrub Up + Dress Up



Host a dress up day at work or school and donate to participate.

Scrub Up + Team Up



Bring friends, family or colleagues together to fundraise as a team.

Scrub Up + Give It Up



Give up a favourite (coffee) treat or habit and donate the savings.

Scrub Up + Get Up



Commit to starting each day earlier and make every morning count for a cause.

Scrub Up + Walk Up



Walk your way to a step goal while raising funds for patients in need.

Or make it your own!

The best fundraiser is one you'll actually enjoy doing.

Fundraising Tips

A few tips to help you on your fundraising journey!

1

Start with your why

Let people know why you're fundraising. Maybe someone you know has received hospital care, or you simply want to give back to your community.

People are more likely to support when they know your personal reason.

2

Set Your Fundraising Goal

Give yourself something to aim for. As you reach each goal you can increase it.

Give updates along your journey, especially as you are getting close to a target!

3

Make the First Donation

Donate to yourself. It shows people that you are serious about the cause you are supporting.

4

Start with People You Know

Think about family, friends, work colleagues and neighbours. Ask them to share your page. The more people you ask the higher your success and the more momentum you will build.

5

Share Your Fundraising Page

Share your page across social media, via emails or even text. Getting the word out there puts you in a good position to get support from your network. We have created some assets to help you with this.

Fundraising Tips

6

Ask More Than Once

Don't be afraid to keep sharing your updates. People are busy, they may have seen your first post and forgotten to donate, or they have been waiting until their next pay.

Your second or third post might be the one that gets them involved.

7

Keep Your Page Updated

People connect with people, not just fundraising pages. It's important to keep your page updated with your achievements, photos and stories. Again it shows people you are serious about making a difference.

8

Get Your Workplace Involved

Your workplace can be a fundraising powerhouse. Ask your employer or team to match donations, hold an office event, run a team challenge, or ask them to share and showcase your fundraising page.

9

Ask a local business to support

You don't have to do this alone. Ask a local business if they would like to sponsor your event, match donations, offer food or drink, help promote your fundraiser or make a donation. **This will have a positive impact for them also.**

10

Remember to Say Thank You

A thank you means everything. You can thank your supporters publicly, privately, by message, email or in person. Celebrate those that have supported you and our community.

We are here to help!

Please reach out to us anytime at fundraising@gchfoundation.org.au

Get People Involved

Ask for donations, you may be surprised at the response!

Friends

Your closest friends, old school friends and social groups

Family

Parents, siblings, grandparents, cousins and extended family.

Work

Your colleagues, boss, clients and professional network.

Community

Your sporting club, school, community groups and neighbours.

Local Businesses

Your local coffee shop, gym, pool shop, restaurant and grocery store.



» Assets to help you fundraise

We've made it easy to share your fundraiser with a range of assets that will help you spread the word!



Posters

Flyers

Social Media Stories

Social Media Posts

SCAN HERE TO DOWNLOAD



Fundraising Checklist

Tick off each step to help you fundraise!



SCRUB UP + GET STARTED!

- ☐ Set up my personal fundraising page
- ☐ Set my fundraising goal
- ☐ Add my story to my fundraising page
- ☐ Make my first donation
- ☐ Choose my fundraising activity
- ☐ Download support materials

SCRUB UP + SHOUT

- ☐ Share my fundraising page
- ☐ Tell my friends and family
- ☐ Share at work
- ☐ Post on social media
- ☐ Ask people to share my page
- ☐ Ask a local business to get involved

SCRUB UP + KEEP IT UP

- ☐ Keep pushing throughout September
- ☐ Share an update and photos on my fundraising page
- ☐ Let people know I am close to my target
- ☐ Make a final fundraising push
- ☐ Thank everyone who supported me



**THANK YOU FOR HELPING
THOSE IN CRITICAL NEED**



**Vital Medical
Equipment**



**Cancer Transport
Services**



**Emergency
Accommodation**



**Life-changing
Research**



**GOLD COAST
HOSPITAL
FOUNDATION**

**SCRUB UP⁺
SEPTEMBERTM**

scrubupseptember.org.au