



OZ LABELS

FUNDRAISING
SOCIAL
MEDIA TIPS

WWW.OZLABELS.COM.AU





Welcome!



Congratulations on joining the **Oz Labels fundraising community**. To get the most out of your fundraising drive you have to have a plan. Planning how to approach your fundraising drive and sticking to your plan is the key to success.

What are your goals?

You're asking people to donate money to your cause, so it's important that you have a purpose in mind before you start.



- Where will the money be going?
- How much money are you hoping to raise?
- What's the timeframe in which you're hoping to raise the funds?
- Is your goal purely fundraising or also to raise awareness or publicity for your cause?

Who's your target audience?



Parents of kids at your school are a great place to start, but don't stop there. Also think about the wider community.

- Sports teams
- Family members
- Clubs and societies

Anyone who can benefit from clothing labels, labels for the home and kitchen or any other Oz Labels products has the potential to help you with your fundraising.

Get promoting!

To get the most out of your fundraising drive you need to spread the word. Some ideas include:



- Putting an announcement in your school or community newsletter.
- Putting an announcement on your Facebook pages.
- Sharing your fundraiser in local Facebook groups.
- Putting up ads on local notice boards, in local cafes, supermarkets

How to get people involved

You might be unsure about how exactly to get people involved in your fundraiser and build awareness. But you'd be surprised at how willing people are to take part!



- Reach out to all parents in your kids' school or sports teams.
- Make it fun and people will naturally gravitate towards your crew and want to help out.
- Try to communicate with people in person, if possible, as they'll be more likely to feel welcome and pass the word along.
- Just ask! Whether you're at the supermarket, at the servo, or at a local cafe, mention your fundraiser and ask if they'd be interested to help.

Most importantly have fun yourself. You'll find that not only will you raise funds, you'll become more connected with your local community.

Q: How do we receive the commissions?

A: We provide you with a code that you share with your community. Anytime someone purchases from **Oz Labels** and uses your code during checkout, you receive the commission.

Q: When do I receive the commission

A: Payments are made on request after your balance exceeds \$25.

Q: Do I need an ABN?



A: If you don't have an ABN, you need to sign the ATO Supplier Statement form before collecting payment.

Q: When does the fundraiser end?

A: You can keep the fundraiser going for as long as you'd like.



Q: How can I track my commissions?

A: We provide you with logins to your own fundraiser portal where you can check your balance at any time.

Q: Which products are part of the fundraiser program?

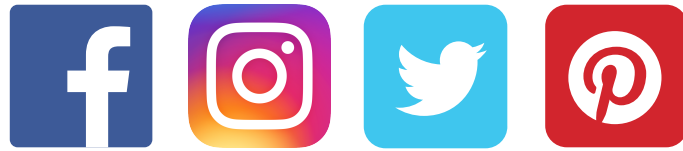
A: All products on the **Oz Labels** site are part of the fundraiser program.

Q: I have more questions, what should I do?



A: You can call our customer service team on **1800 199 168** or email us at **info@ozlabels.com.au**

Social Media Tips



Promoting your fundraiser on Social Media is a great way to raise money. [Facebook](#), [Instagram](#) and [Twitter](#) can all be used to share your unique fundraising code and give instructions on how people can get involved.

Explain how it works - clearly explain how people can get involved and how the fundraising commissions are earned.

Provide a link - don't just assume people will know where to visit, make sure you share the link www.ozlabels.com.au and remind people to use your unique fundraising code.

Let people know what you'll be using the fundraising money for - If people know where the fundraising dollars are going, they'll be more likely to contribute.

Encourage people to share your post - The more likes, shares and comments, the more word of your fundraiser will spread.

Use fun images - Bright and fun images will get attention and help set a light hearted mood for your fundraiser.

