



FUNDRAISING GUIDE



Thank you for being a **SUPERHERO** for HeartKids

Thank you for taking the **SUPER BOSS DAY** challenge!

Super Boss Day challenges everyday, mild-mannered people, to be REAL HEROES, by dressing up as their favourite superhero for a day to raise much-needed funds to support Aussie kids with congenital heart disease.

By being a part of Super Boss Day, you are making the pledge to stand up to congenital heart disease in Australia by improving the lives and futures of those affected by this terrible disease.

This Fundraising Guide will help you make the most out of your event... and help you be the hero our heart kids deserve!

Thanks once again for your support and have a fantastic Super Boss Day!



SUPER TIPS, TRICKS AND IDEAS!

Follow the steps below to be the superhero that Aussie heart kids deserve!

Be unique and STAND OUT

The more interactive and personalised your supporter page, the more people are willing to donate to you! So, make sure you upload a HEROIC photo to tease your supporters about what's to come. Add a personal message in your profile to let your supporters know why you're putting on the super suit, and that all proceeds go towards fighting congenital heart disease.

Set a SUPER FANTASTIC goal

Give yourself a fundraising target that is worthy of a HERO! It's better to have a higher target than have a low one that's easy to achieve, after all, you're a superhero, make sure you reach for the stars with your fundraising goal!

Be the first to MAKE AN IMPACT

Show your supporters you mean business – donate to yourself first to get the ball rolling - when people see you put your money where your mouth is, they'll know your super suit isn't just for show.

Make. Some. NOISE.

This is IMPORTANT: Share your supporter page link with all your family, friends, colleagues, sidekicks... Even villains if you must! Let everyone know that you are wearing the super suit for a noble reason: You have joined the fight against congenital heart disease. Send out an email. Share your link on your Facebook, Twitter or Instagram account. Call people if you need to... Remember: you won't get supported if you don't ask. Even superheroes need support!

DOLLAR FOR DOLLAR MATCHING

Want to double every dollar you raise? Ask your employer to show their support by matching "dollar for dollar" the funds that you raise - this will inspire others to help you raise even more! Organisations love to support their employees when it comes to helping a good cause... you just need to ask!

You'll be surprised by how many people will come onboard your heroic journey if you ask them.

STRENGTH in numbers

Although raising funds for HeartKids is a perfect way to support kids with congenital heart disease, spreading awareness of the prevalence of the disease can be a huge help – the more people are aware of CHD, the more we can support our heart kids!

You're a hero for heart kids, do it in STYLE!

If you need help sourcing superhero costumes, be sure to check out your local two dollar stores, you'll be surprised by what you can find there. If you want to go all out, there are many costume shops in every major city in Australia, Google is your friend! Or if you're really stuck for ideas, give us a call, we have several contacts we would gladly put you in contact with – call us on 1800 432 785, or email us on office@heartkids.org.au



For more fundraising tips & tricks, event ideas and resources visit superbossday.org.au

For any queries call 1800 432 785 or email us on office@heartkids.org.au

HOW YOUR FUNDRAISING HELPS

HeartKids receives almost no government funding and relies very heavily on the generosity of people like you to continue the fight against congenital heart disease.

Every dollar counts and your fundraising support will go a long way towards supporting Aussie heart kids!

\$50

can help our Family Support team ease the burden on families in hospital

\$100

can help transport heart kids and their parents to and from hospital for surgery and other treatment

\$200

can help support a family with emergency accommodation while their heart kid is in hospital

\$500+

can help fund life-saving research into the causes, treatment and management of childhood heart disease

One in every one hundred babies born in Australia has a heart defect.
There is no known cure.



BANKING YOUR FUNDS

Option 1: Donating via your fundraising page

The simplest way for you to raise funds is to ask your supporters to donate directly to your fundraising page, by clicking the green 'GIVE NOW' button. They can send a gift using a Credit/Debit Card or PayPal, which will update your fundraising tally on your page. Your supporters will also be sent an individual receipt for their donation via email automatically (all donations over \$2 are tax deductible!).



Option 2: Donating via Bank Direct Deposit

Your supporters can also bank in any cash donations directly into our HeartKids Super Boss Day Bank Account (direct deposit):

HeartKids Limited

BSB No: 032 - 298

Account No: 40 8477

If you have any queries about banking in your funds please let us know by calling us on 1800 432 785 or email us on office@heartkids.org.au

You can still update your tally on your fundraising page with these cash funds – you can do this by clicking 'ADD OFFLINE DONATION', located on the right-hand side margin of your fundraising page:

OFFLINE DONATIONS
[Add offline donations](#)

Please note that by donating via a 'DIRECT DEPOSIT' you will NOT receive a donation receipt, as these are from many different donors (if any of your supporters would like a donation receipt, please ask them to donate through Option 1).

Option 3: Had a Super Boss Day event BUT didn't register and create a supporter page?

No Matter! You can donate your funds raised directly to HeartKids by visiting superbossday.org.au and clicking the "Donate Now" button, then follow the prompts. If you have any issues with banking your funds, please don't hesitate to contact us on 1800 432 785 or emailing us on office@heartkids.org.au

STATE	REFERENCE CODE
NSW or ACT	SBDNSW or 2000 723
VIC or TAS	SBDVIC or 3000 723
SA or NT	SBDSA or 5000 723
QLD	SBDQLD or 4000 723
WA	SBDWA or 6000 723

*Note: If you bank via direct deposit, please include your reference code so we can see that you have banked funds for Super Boss Day. For example if you're from NSW, please include "SBDNSW" or 2000 723 as your direct deposit reference.



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SUPERBOSSDAY.ORG.AU



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