

FUNDRAISING TOOLKIT

**Help raise funds to
improve rural
wellbeing**

Your support will help
rural communities live well
to farm well



Welcome to the Farmstrong fundraising community

Improving rural wellbeing is definitely a team game so it's great to have your support and involvement. Every dollar raised goes into making a difference in our rural communities.

We've put together this guide to help you with your fundraising effort, share inspiration and stories of others who have fundraised for Farmstrong and let you know more about what Farmstrong does.

Where the fundraised money goes

The work that Farmstrong does helps thousands of farmers and growers each year.

Your fundraising dollars help us provide tools, resources, workshops and events that promote healthy thinking, eating well, staying farm fit and getting time off the farm.

We want all farmers and growers to live well to farm well.

Here are some of the things your support has helped us do



Events

These events promote the importance of having a break, taking some time off the farm and hanging out with mates.



Tools and resources

We provide a wide range of tools and resources to support wellbeing.

Farmer to farmer stories

Our stories can be read regularly in Farmers Weekly and a wide range of other rural media publications.



Enjoy yourself!

Choose a fundraising activity that you will enjoy.

If you're having a great time, people will support you.



Educational workshops

These help increase the understanding of mental wellbeing and why it is such an important asset for life and work.

About Farmstrong

Farmstrong is a New Zealand-wide rural wellbeing programme for farmers and growers to help them live well to farm well.

Founding partners

Farmstrong's founding partners FMG (New Zealand's leading rural insurer) and the MHF (Mental Health Foundation) launched Farmstrong as a give-back to the rural community.

In the beginning the Movember Foundation contributed funding support and ACC joined as a strategic partner in 2016.

Our why

Farming life comes with lots of ups and downs, stresses and pressures. During our foundation research in 2014 farmers told us that they have systems in place to look after their land, stock, produce and equipment but were not as good at putting in place things to look after themselves.

Organisations working in farming told us that the time was right to work together on solutions to address this.

Our core message

Farmers and growers are the most important asset on the farm. Developing small but regular habits that increase your wellbeing means that you will have plenty to draw on during challenging times. It also helps you to perform at your best, reduce stress and prevent injuries.



Find out what works for you and lock it in

For more info, visit farmstrong.co.nz



CONNECT

TALK & LISTEN,
BE THERE,
FEEL CONNECTED



TAKE NOTICE

REMEMBER
THE SIMPLE
THINGS THAT
GIVE YOU JOY



Give

Your time,
your words,
your presence



KEEP LEARNING

EMBRACE NEW
EXPERIENCES,
SEE OPPORTUNITIES,
SURPRISE YOURSELF



BE ACTIVE

DO WHAT YOU CAN,
ENJOY WHAT YOU DO,
MOVE YOUR MOOD

Getting started in six easy steps

Planning a community event and fundraiser can be time consuming, so having a good team in place really helps. If you have a specific fundraising goal you want to meet, plan ahead so you can reach your target.

1. Choose a fundraising activity or event that you'll enjoy

If you're having a good time and believe in what you're doing, the people around you are more likely to donate to your efforts.

The five ways to wellbeing and fundraising

International research found that people who thrive have five things in common. They feel connected with others, take notice of the simple things, give regularly, keep learning and are physically active.

A fundraising event is a great way to incorporate the five ways to wellbeing and support your community whilst having fun along the way.

Feeling stuck for an idea?

Check out what others have done. We're here to talk through any of your ideas and support you along the way.

Feel free to contact us anytime at info@farmstrong.co.nz



Examples of community fundraising events

Learn to shear

Get a team together to learn to shear or organise a speed shearing event.

Community quiz night

Quiz nights are popular fundraisers and always a lot of fun too. You can go DIY by writing your own questions and have a local host it or you can get a quiz package online. On top of an entry fee, run an auction as well. It's a great way to raise money and get the community involved too.

Head or beard shave

Crazy—but great as a fundraiser! Promote what you are doing on social media and let people know that if you raise a set amount of money you will shave your hair off!

Sweet tooth

The bake sale is an oldie but a goodie. Everyone loves a cupcake or a cookie so bake up a storm and share at your workplace, school, farmers market or community event. Ask your friends to contribute baked goods.

Auction

Get the communities support and ask individuals and organisations to contribute goods and services and auction these off at an event.

Bark up competition

This is a great way to raise some funds. Charge an entry fee and bring everyone together at a bark up. Let the dogs do the howling and the best bark on the night wins. If they refuse to bark on the night it's up to the dogs owner to do their best canine impersonation.



2. Start planning and thinking about your event early

The next thing to think about is when to have your event. Make sure you give yourself enough time to plan and organise it.

You know your community better than anyone so you will know what will work. It may be a case of incorporating a fundraiser into an existing event or you may want to create a fundraising event from scratch.

Now it's time to think about the people you want to get involved

Decide who you're going to invite or who you'd like to sponsor you—don't be shy!

You'll be surprised who decides to lend you support. Think of ways to tell people what you are doing and give them lots of notice. Let people know why you are fundraising for Farmstrong—keep it simple and engaging.

Things you may want to consider

- Timing of the event and what would work best for your community.
- What is the best location for the event? Check whether it's available and if you can get it free of charge. You'll need to consider things such as catering facilities (if you need them), parking, wet-weather options, council permits, audio-visual equipment and health and safety risks/features.



3.

Fundraising online for Farmstrong

Setting yourself a goal and raising funds online through [Givealittle](#) is easy and effective. Farmstrong has a beneficiary [Givealittle page](#) set up that you are able to link your personal fundraising page to.

When you click on the 'Start fundraising' link on Givealittle you can name Farmstrong as the beneficiary of your fundraising efforts.

Here are some ideas to help you set up a fantastic Givealittle fundraising page

Upload a great photo

They say an image is worth a thousand words and it's true. Personalise it by putting up a photo of yourself, your team or the activity you are organising.

Let everyone know

Let people know why you are fundraising. Writing a great fundraising blurb helps let everyone know why you are doing this. Tell your story with passion and personalise it as much as you can.

Set a goal

Set a goal, and track and promote it so you can maximize your support.

Promoting your Givealittle page

Share your page via social media

Facebook is a great way to promote your Givealittle page. Post it up on your page with a blurb and ask people to support you.

Post weekly updates and let people know how close to your target you are. This often encourages others to get behind you as well and achieve your ultimate target.

Send an email or private message to friends and family

Get in touch via email or social media messaging with your supporters and let them know about your Givealittle page. Make your message personal and ask for their support.

Example of a great Givealittle page blurb

12 halves in 12 months

We are big believers of investing in 'you', however as busy, working women with families, we sometimes fail to do that. Farmstrong's five ways to wellbeing really resonates with us – connecting with others, staying active, learning, giving back to community and enjoying the simple things in life.

We're rapt to be supporting rural wellbeing programme Farmstrong, helping them to raise awareness around the importance of wellbeing and time-out for those who live and work on farm. Our goal is to finish each half, and have fun along the way with good friends—it's an investment in ourselves!



Farmstrong key messages

4. Promoting your event in the media

The media are often very interested in community fundraising events so its definitely worth getting in touch with local media agencies.

Consider a unique angle to your event

- Are you doing something a bit different that will inspire others?
- Is there an interesting angle about why you are fundraising for Farmstrong?

If you do manage to get some media coverage, make sure you include your online fundraising page details and the amount you are hoping to raise. Also incorporate the Farmstrong key messages.

If you are organising an actual event, such as a BBQ or a movie night in your local community, promote it through your local community Facebook pages and community websites such as neighbourly.

When you are fundraising for Farmstrong you may find others want to know more about the programme as well.

Some key messages that you can share

- Farmstrong is a non-commercial industry-good initiative that FMG has helped create and deliver with the Mental Health Foundation.
- Farmstrong is a nationwide wellbeing programme for the rural community. Our aim is to help you live well to farm well.
- The most important asset on any farm is the farmer, their family and the farming workforce.
- Farmstrong is focused on wellness not illness.
- Farmstrong takes a preventative and positive approach to the topic of wellbeing.
- Investing in your wellbeing helps you through the ups and downs of farming. It will also mean you're better placed to look after your family and your team.
- Farmstrong shares practical information and tools to support small, but important habits that help you live well to farm well.
- The Farmstrong website has a range of resources, tips and advice on topics such as; managing fatigue, nutrition, connecting with people, sleep and healthy thinking.



A few final tips

5. Work backwards from the date of your event

Finalise what tasks need to be completed, when and by whom. Make a list of priorities and work through them. Bring on others to help you when needed.

6. Share your success

Update everyone on how it went, share photos and the total amount raised. Thanking everyone involved is a great way to show your appreciation.

Upload your pictures and share your story on social media. Make sure you tag @Farmstrong

Keep it simple

Often the simplest fundraising activities gain the most support. Be realistic; choose a project which suits you and your supporters.

Spread the word

Let people know about our work and how their contributions will make a difference. If you have a personal reason for undertaking your fundraising activity, and are happy to tell people, let them know.

Set a target and track contributions

Set yourself an ambitious fundraising target and track your progress. Tracking is important—it keeps you focused and people love to see the progress you are making.

Promote, promote, promote

Tell your friends, family and work colleagues about what you're up to and why you're doing it, and ask them to tell their friends too. Remind them lots—repetition is important as people often forget.

Ask for an extra hand

Ask a supporter if they will match dollar-for-dollar the money you raise or give a donation.

Approach local businesses for prizes or donations, ask friends to help with organising or promoting your event. Most people's reason for giving or supporting a charity is because they were asked.

Pride of the South – Indian rickshaw run to support Farmstrong



Three intrepid, young Kiwis entered a demanding 3,500 kilometre rickshaw race across India to raise funds for Farmstrong. The team made up of Nikki Brown, Natalie Lindsay and Gina McKenzie managed to get coverage in newspapers and social media. They share their tips on what they learned.

“ We found we gained a lot of supporters because of the entertainment we provided rather than by specifically asking for money. A lot of people followed us out of interest in our story and as a result they eventually got on board with the cause and donated money. ”

- “ Know who your target supporters will be (e.g. farmers, young people) and approach media outlets that engage with your target supporters. ”
- “ Have a platform where you can document your progress and keep your supporters updated e.g. Facebook, Instagram, newsletters etc. This platform should also be easy to find and readily accessed by your target supporters. For example, we had a link to our blog and Givealittle page available on all our media updates and Facebook posts. ”
- “ Update your supporters with brief but frequent updates to keep them engaged. ”
- “ Write a brief blurb which can be used to concisely explain to people what you will be doing and why. You never know when you might need it. ”
- “ Be open to other offers of support rather than just money. Even just the publicity can be a huge help to your cause. ”

“ Use your networks. We started by targeting people we knew, then friends of friends and workmates. We asked people we knew working in agricultural organisations to pass the message on through their companies. ”

Why we choose Farmstrong

The decision to choose Farmstrong as our charity was made with the same speed and enthusiasm that cows approach a new swede break. Between us we know and respect heaps of people that have chosen farming as their job and livelihood, and were keen to support them. We want farmers to feel as comfortable talking about their mental wellbeing at the pub as they do discussing how much rain they've had or how the lambing beat is going.



Putting the FUN in fundraising...



How can Farmstrong support my event?

We would love to support your fundraising event and can do this in the following ways.

Share what you are doing on our Farmstrong Facebook and website events page

Send us your Facebook link or get in touch with us and we will create a post to share.

Send you Farmstrong resources and merchandise to share and wear

We have a range of Farmstrong resources available and will send you what will work best for your event.

We also have a range of Farmstrong merchandise including pens, caps, beanies and water bottles so we can send a few of these as well.



We are here to help

Please contact us anytime at info@farmstrong.co.nz

Speakers

Having a Farmstrong speaker at your event is not always possible and it does depend on your location, event type and audience. Please get in touch with us about this so we can chat this through with you.



Farmstrong logo

We are happy for you to use the Farmstrong logo to help your fundraising efforts. Please get in touch with us so we can sign the use of the Farmstrong logo off.

Help with publicity

Get in touch with the Farmstrong team to talk through your fundraising efforts and we will help you with publicity where we can.





Having conversations about wellbeing and mental health

When you're fundraising for Farmstrong, some people may want to share their own personal stories with you.

Whilst it's great that people are able to open up and talk about their experiences and share this with you, it can also be quite overwhelming

The best thing that you can do is just listen to them without judgement.

You don't need to provide the solutions, just listen.

If for any reason you are concerned for this person or they need advice and help beyond what you are able to give, you may want to encourage them to talk to their GP or suggest that they call or text the helpline 1737 (this

is available 24/7). The helpline is answered by trained counsellors who can guide people through what to do and where to turn in different situations.

The Rural Support Trust are also an organisation who are there to support rural people through tough times and who understand the pressures of rural life, they can be contacted on 0800 787 254.

Whilst fundraising for Farmstrong make sure you keep the five ways to wellbeing top of mind for yourself too. Fundraising is meant to be a lot of fun, not stressful.

How to deposit the money raised

Thank you for raising funds on behalf of Farmstrong.

Bank deposit details

Prior to depositing funds into our account, please email us at info@farmstrong.co.nz and let us know how much you are depositing and what it is for.

Account number*

Mental Health Foundation
02-0100-0752592-027
BNZ

* Please include your surname/organisation in the reference, so we can easily find your payment.

Farmstrong uses the Mental Health Foundation of New Zealand bank account. Your fundraising dollars will go directly into the Farmstrong account that they hold for us.

Cheque payments

If you have a cheque please post it to:

The Mental Health Foundation
Attn: Farmstrong Fundraising
PO Box 10051
Dominion Road
Auckland 1446

Please also include a completed donation form, see below.

Credit card

If you would like to make a credit card donation please go to our Farmstrong Givealittle page www.givealittle.co.nz/cause/farmstrong

Tax back

Did you know that anyone who makes a donation of \$5 or more can claim back 1/3 from the IRD as a tax rebate?

Anyone can do this and it's easy. When you claim for it, you can also nominate to re-donate the money to Farmstrong or have it paid into your bank account.

Make sure your friends and family also know that any direct donation they make towards your campaign is also eligible for a tax rebate.

For more information on tax rebates, visit the [IRD website](#).

Donation form

Name of event:

Date of event:

Description of fundraising activity (you may attach another page if you need more space):

.....
.....

Are you fundraising:

As an individual

On behalf of an organisation/name:

Your name:

Your group/business or school name:

Contact email: Contact number:

Payment amount

Cheque \$ Date banked: / / Yes, I require a receipt

Credit card donations \$ Date paid: / / Yes, I require a receipt

Yes! Share our fundraising success on Farmstrong platforms including social media and the Farmstrong website. Farmstrong has permission to use our story, quotes, details of our fundraising activities and photographs to inspire others to help raise funds in their community.

Thank you

And finally a big thank you from the Farmstrong team for your fundraising efforts. If you have any questions or need support at any time please email us at info@farmstrong.co.nz and we will be in touch.