



EYES 4 EVEREST



Fundraising

eyes4everest@gmail.com 
fb.com/eyes4everest 
www.eyes4everest.org.au 

Funding Setup

Set up a crowdfunding page and a personal goal on how much you want to fundraise

A starting aim of \$2300 covers the cost the trip and anything over this goes towards building a sustainable eye clinic for the Sherpa people in Nepal.

If you prefer to fund the cost of the trip yourself, then you can set any aim you want from \$100 to \$1000 or more. It's basically up to you, however the more you fundraise, the faster the Sherpa people have access to quality primary eye care.

There are several crowdfunding pages that you could use.

Please see instructions for mycause.com.au on [Page 4 - Crowdfunding setup](#).

Let your friends, family know about your crowdfunding page through Facebook, email, Instagram, Snapchat and Twitter and communicate your cause through videos and photos.

The aim is to reach as many people as you can by having many followers and asking people to share and spread the news. The more people it reaches, the more chances of donation!

Record and update your journey so that people can follow you on what's happening. Their donations will mean something to them if they are updated on what's happening with your journey in fundraising.



Marketing

Market through your local community groups

Are you actively involved in your church group, sports group or within your profession? Suggestions for fundraising through your local community groups include:

- Organising a luncheon i.e. sausage sizzle or BBQ.
- Do you have a hobby or talent that you can put into good use? Examples include knitting scarves, baking cakes, paintings for a donation. Any talent really!
- Advertise your cause at your work (ask your boss first!). Tell your clients about your fundraising cause. It may be worthwhile organising a donation box with a little poster and putting it out on reception.
- Any unwanted gifts? Organise a raffle ticket draw!
- The good old chocolate and lolly fundraiser.
- Head shaves! Are you a really good arm wrestler or gamer that is near impossible to beat you think nobody could beat you at? Challenge your friend and if they can't beat you – they have to donate a certain amount.
- Do something is so out of the ordinary that your friends are willing to donate for it.

Get your family and friends involved!

Get your family and close friends involved by asking them to promote your personal cause through their workplace (local businesses) or in their own sporting or local groups.

You may have to get creative and help them though! Don't let them do all the work for you – see if you can collaborate or organise with them.



Crowdfunding Setup

Instructions on how to setup a crowdfunding page

This is a personal crowdfunding project. You are raising funds for the Eyes4Everest charity group so that a sustainable eye clinic can be built in the Everest region in Nepal.



1. Click on 'Start a Campaign'
2. Choose the option of whether to use your email address or connect via Facebook
3. Enter a password for your crowdfunding account and details such as your name and DOB
4. Once your crowdfunding account is registered, enter your description of your campaign, how much you want to fundraise and your banking details.

Add eye-catching pictures or if you can, make your own video. You can use one of the Eyes4Everest videos in Youtube to help you get started.

Now you are ready to advertise your crowdfunding page!

Please note that any donations made over \$2 is tax deductible through the Eyes4Everest charity organisation. Crowdfunding sites will issue a receipt to your donors however that is not tax deductible as they are a 'personal' cause. If your donors wish for a tax deductible receipt, please email to the Treasurer grace@eyes4everest.com.au with the donor's full name, date and donation amount.

It is also worthwhile to note that crowdfunding sites such as mycause.com.au charges 5% service fees as well as banking processing fees on top. This is done on a monthly basis. Offering the option for your donors to donate to your bank account via bank transfer or via cash will also help reach your goal faster.

