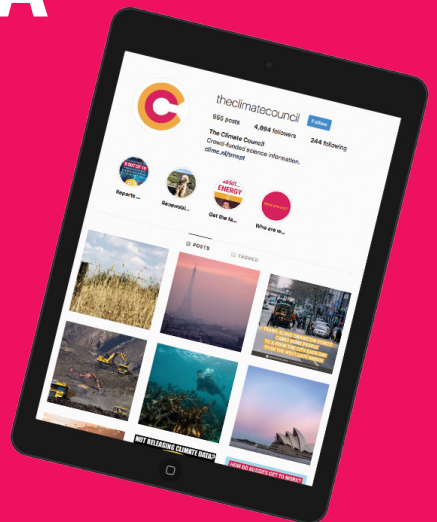


FUNDRAISING SOCIAL MEDIA PACK



THANK YOU FOR FUNDRAISING FOR THE CLIMATE COUNCIL

As an independent organisation, we rely on our incredible community of supporters (people like you!) to help us raise funds to power our work.

We're excited that you've decided to take this next step in becoming a community fundraiser!

By fundraising for the Climate Council, you'll have the opportunity to start important conversations with your family and friends about why you are passionate about climate action. Importantly, you'll be helping to spread the facts about climate change causes, impacts and solutions while hosting an event or taking part in a challenge.

This booklet has been designed to help you promote your own fantastic fundraising project online and through social media.

In this booklet you will find:

- › Our top fundraising tips for social media
- › Example Facebook and Instagram posts, plus when to share them
- › Climate facts to back up your posts
- › An example email you can send to your friends and family
- › [A bunch of downloadable resources like social media images and email signatures](#)

The Climate Council only exists because of people like you. Good luck with your fundraising, and THANK YOU!

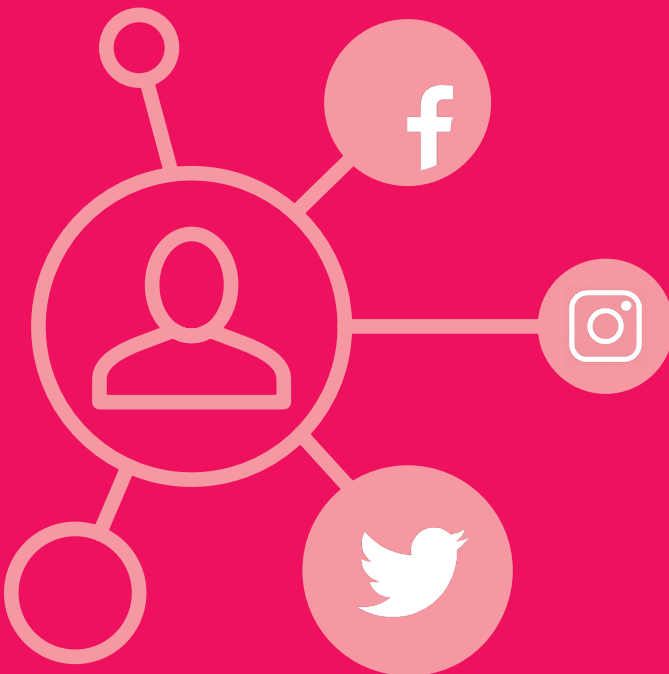
If you have any questions or want to share a story about your fundraising efforts, we would love to hear from you! Don't hesitate to reach out to our team at community@climatecouncil.org.au or (02) 9356 8528.



Image: Climate Council supporters at Bungala Solar Farm, South Australia.

The Climate Council is Australia's leading climate change communications organisation. We provide authoritative, expert advice to the Australian public on climate change and solutions based on the most up-to-date science available.

OUR TOP FUNDRAISING TIPS FOR SOCIAL MEDIA



TOP TIPS

BE ACTIVE

No one will know about your fundraising project unless you spread the word, so get sharing! Make the most of your favourite social media channels, and keep your friends and family up to date with your progress. Don't be afraid to post more than once - often it takes seeing something a couple of times before people feel compelled to chip in.

BE CREATIVE

Social media is full of funky tools and wacky trends, so use them to your advantage! Think about different ways to engage your friends and family on social media by mixing it up with photos, videos, make your own gifs and change up your cover photos. The opportunities are endless, so get creative!

BE PERSONAL

Social media allows us to broadcast our projects across a wide platform and reach many people at once, but it's important to utilise our one-to-one methods of contact too. Consider sending your closest family and friends (and those specific individuals who may be particularly interested in your project) a direct message via Facebook, Instagram or email using our email template (page 8), to encourage them to support your project by donating. People are far more likely to contribute if they connect with you personally.

BE YOURSELF

Why is climate action important to you? When did you first hear about the impacts of climate change and how did it make you feel? Why have you decided to step up and take action now, to help fight the climate crisis? These are all important questions, and their answers will help your potential donors get on board and support your fundraising project. So be authentic! And make sure you add a personal touch by always thanking your supporters, and remind them that their contributions are powering climate action in Australia.

For more tips and advice on fundraising, [*check out our Fundraising Toolkit here.*](#)

We've put together a set of resources for you to download and use in your own social media posts! [Check them out here.](#)



EXAMPLE SOCIAL MEDIA POSTS

Not sure what to post? Need some inspiration? We've got you covered. Check out our [social media resources](#) and example posts below.

EXAMPLE 1: Hi friends! This September I'll be dusting off my sneakers and walking to and from work every day for a month, to raise money for the Climate Council. No cars, no buses, no fossil fuels, just leg-power! Climate change is a really important issue to me, and it's already affecting people right around the world - including here in Australia. I would really appreciate your support in helping me reach my fundraising goal of \$500! Stay tuned for updates - on both the state of the planet, and the state of my shoes!

WHEN: As soon as you decide to undertake the challenge/host the event (about a month in advance is ideal!)

WHY: Let your social media friends know what you're doing and briefly explain why.

EXAMPLE 2: Did you know that Australia is the most vulnerable developed country to climate change impacts? Since we are on the frontline of the impacts, we need to be on the front-foot when it comes to action, too. But at the moment, with no credible federal climate policy and rising greenhouse gas emissions, Australia is lagging behind the rest of the world. This is why I am taking matters into my own hands and fundraising for the Climate Council. Please donate to support the important work they do in fighting climate change! *[link to personal fundraising page]*

WHEN: A couple weeks out from the event/challenge.

WHY: Shock your friends with a fact or stat about climate change, then let them know there is hope (check out our list on page 6).

EXAMPLE 3: Australia is on the frontline of climate change impacts, and our current federal government isn't doing enough about it. So I am taking matters into my own hands and *[insert challenge/event]* to fundraise for the Climate Council. Donate to show your support here!

IDEA: Find an image or infographic from the [Climate Council website](#) to share with your supporters to explain the interesting stat or fact.

[DOWNLOAD OUR SOCIAL MEDIA RESOURCES FOR YOU TO USE HERE!](#)

EXAMPLE 4: Overwhelmed by climate change and not sure what to do about it? So was I! That's why I decided to *[insert challenge/event]* to raise money for the Climate Council. There's a way you can take action against climate change RIGHT NOW - by donating to support my challenge! We can all play an important part in the solution, so please help me reach my fundraising goal of \$500!

EXAMPLE 5: This is me at my favourite place - *[insert name of beach/location]*. I have spent almost every summer here with my family since before I can remember. BUT Australia's beaches are at risk from climate change. In fact, Australia's top five natural tourist attractions (beaches, wildlife, the Great Barrier Reef, wilderness and national parks) are all being threatened by the impacts of the climate crisis.

I refuse to let my favourite places be lost to climate change, so this weekend I am *(insert event/challenge)* to raise money for the Climate Council. I am so close to my fundraising goal of \$500! Please help me reach it and we can all be part of the solution - together!

WHEN: A week before the event/ challenge.

WHY: Share a personal story and explain why you're passionate about climate action.

IDEA: Record a video of you explaining your story, or share a photo of yourself in nature (like at the beach or your favorite national park).



EXAMPLE 6: Today's the day! I'll be running/going without X/baking/playing... for climate action, and I would really appreciate your support! Help me reach my fundraising goal of \$500 - I'm so close!

EXAMPLE 7: 2 hours/5 days in to my challenge, and I am feeling great knowing that I'm supporting real action on climate change. You can feel great too, by donating! You'll be supporting me in my challenge, and helping the Climate Council fight climate change - a win-win!!

WHEN: On the day of and during the event.

WHY: It's important to keep your supporters updated on your progress - especially those who have already donated! It's also a good last minute opportunity to attract new supporters.

IDEA: Record videos, post photos and share stories from your event/ challenge.


TOP TIP: Don't forget to include the link to your fundraising page on every post!

I'm raising money for

CLIMATE ACTION

and I need your support!



 CLIMATECOUNCIL.ORG.AU | crowd-funded science information




ALIDA IS RIDING 3900KM FROM
CANBERRA TO PERTH

TO RAISE
**AWARENESS
& FUNDS**

FOR THE
**CLIMATE
COUNCIL!**



 CLIMATECOUNCIL.ORG.AU | crowd-funded science information



CLIMATE CHANGE FACTS

Decisions and discussions about climate change should always be based on science, so we make sure all Australians are armed with the facts. Climate change facts are also really compelling, and can help to explain your purpose when used alongside fundraising asks on social media posts. Here, we've picked a bunch of interesting climate change facts for you to include in your posts to help demonstrate how important climate action is - and why your friends and family should support your cause.

- › Australians face a trend in rising bushfire risk because of climate change.
- › Climate change is driving longer, hotter and more frequent heatwaves in Australia. Since 1960, the number of record-breaking hot days in Australia has doubled.
- › Climate change is the greatest single threat to the Great Barrier Reef.
- › The Great Barrier Reef supports 64,000 jobs, and contributes \$6.4 billion to Australia's economy each year.
- › Australia's beaches are at risk from climate change. In fact, Australia's top five natural tourist attractions (beaches, wildlife, the Great Barrier Reef, wilderness and national parks) are all being threatened by the impacts of the climate crisis.
- › Greenhouse gas emissions from the burning of coal, oil and gas, are fuelling climate change. Australia's emissions have gone up and up for five years. We need to turn this around and power our economy with renewable energy.
- › There is enough wind and solar potential in Australia to power the country 500 times over.
- › More than 2 million Australian households have solar on their rooftop - up from 85,000 homes just 10 years ago.
- › Renewable energy is the cheapest form of new electricity generation in Australia.

For more stats and facts about climate change impacts and solutions, [check out our latest reports here.](#)

EXAMPLE EMAIL

TO: <email@email.com>

SUBJECT: *[Something short and compelling]* E.g. I need your support!

Dear *[insert name]*,

You might have heard that this month I'm *[insert your event/challenge]* to fundraise for the Climate Council. Action on climate change is very important to me because *[insert a personal reason that appeals to the reader's emotions]*.

I'm encouraged by the support I've already received, but I still need help reaching my fundraising goal of *[insert dollar amount]*.

Would you be willing to make a contribution to my fundraiser? A gift of any amount would mean the world to me.

To donate, simply click the link to my fundraiser below:

[Insert link to fundraiser]

It would also mean a lot if you could share my fundraiser link on social media. The more exposure I get, the more I can raise for independent climate science and research.

I'd love to talk to you in person about my fundraiser and action on climate change, so please don't hesitate to reach out.

With love/Sincerely,

[Your name]

THANK YOU FROM THE CLIMATE COUNCIL!

Your commitment to climate action
is what powers the work we do at the
Climate Council. Thank you for your
incredible support!



 facebook.com/climatecouncil

 twitter.com/climatecouncil

 info@climatecouncil.org.au

 climatecouncil.org.au