

# 20/twenty Challenge

## Fundraising Guide

Welcome to the  
20/twenty Challenge



## Welcome to the 20/twenty Challenge!

A fun and inclusive challenge experience that participants and supporters enjoy on Sydney's sunny Northern Beaches. Now in its 19th year, the 20/Twenty Challenge has raised over \$8.5 million for specialised equipment for children living with cerebral palsy. The funds raised have directly changed the lives of over 1500 children.

In the 20/Twenty challenge, teams of 4 people come together to take on the 20km triathlon event in a fun-filled morning. The action kicks off with an early morning swim at Manly's much loved Shelly Beach. The course then wends its way on a 10km foreshore walk to Clontarf Beach. From here, it's time to pick up your kayak and paddle to Mosman for a quick 5km run and paddle back to cross the finish line at Clontarf!

Thank you for joining in on all the action, fun and fundraising that makes the 20/Twenty Challenge an unmissable annual event. We know from experience, you will enjoy bonding with family, friends and colleagues, all while raising much needed funds that actively changes the lives of people living with cerebral palsy.

This guide has all the information you need to take your fundraising goals to a new level. However, if you have a question or need a helping hand, please reach out, I'm only a phone call or email away.

Many thanks,

Jane Morgan  
Event Manager, 20/twenty Challenge  
janemorgan@cerebralpalsy.org.au | 02 9975 8749



We're here to help! If you have questions, need more information, or just want to let us know how your fundraising is going, you can get in touch with us by emailing [janemorgan@cerebralpalsy.org.au](mailto:janemorgan@cerebralpalsy.org.au)

# This is the start of an exciting challenge

You're part of a very special group embarking on a remarkable journey that will ultimately improve the lives of many children living with a disability.

As with any great challenge, it all begins with a first step. The first step might seem overwhelming, but follow the steps in this guide to help you along the path to fundraising success.

## Quick Facts

Knowing some facts about cerebral palsy will help you when asking people to donate. Below are some facts about cerebral palsy, and how your fundraising for Cerebral Palsy Alliance will help young children living with cerebral palsy.

- Cerebral Palsy is a life-long condition with no known cure.
- Today, one in 700 Australian babies is born with cerebral palsy; that's one every 20 hours.
- It's estimated that 1 in 5 Australians are living with a disability.
- The 20/twenty Challenge raises much needed funds to provide children with mobility and communication equipment to ensure they live their best life.
- Each year the funds we raise benefit can up to 100 children needing mobility and communication equipment.



1 in 3 is unable to walk



1 in 4 is unable to talk

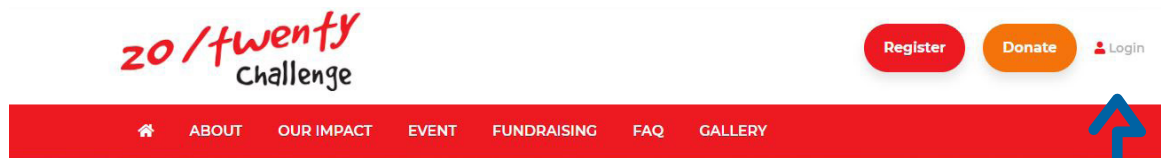


3 in 4 experience pain



# Using your fundraising page

## 1. Logging in to your fundraising page

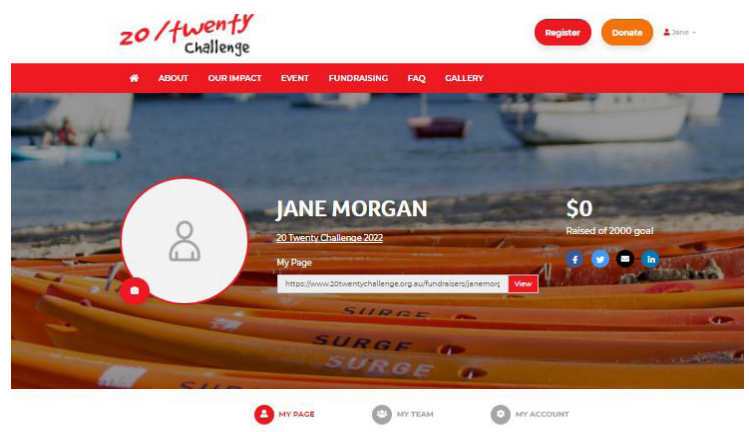


Go to [www.20twentychallenge.org.au](http://www.20twentychallenge.org.au) and click 'LOGIN' in the top right corner using your username and password. If you have any trouble logging in, please let us know so we can assist you.

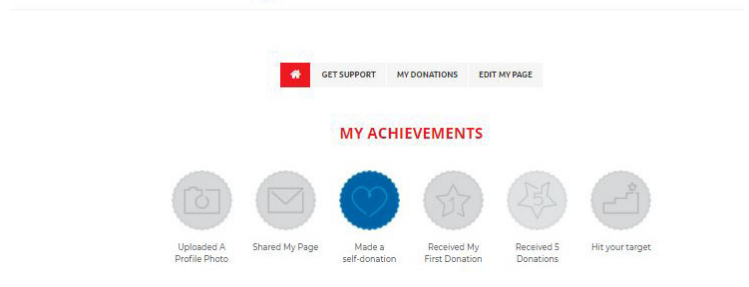
## 2. Viewing your dashboard

Your dashboard shows you everything you need to know at a glance.

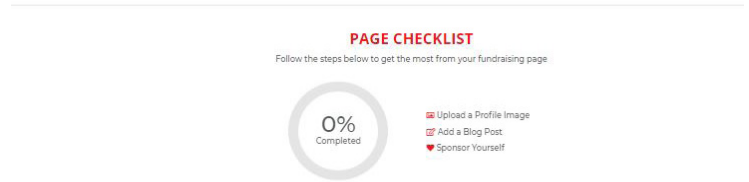
Here you can see your profile image, team name, URL and how much you've raised. Click 'VIEW' to view and edit your fundraising page or click the icons to share your page.



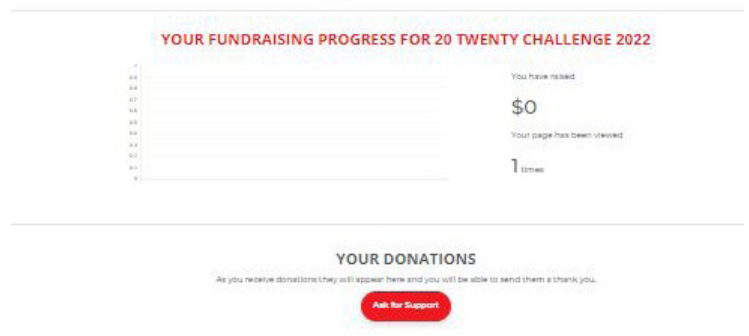
As you complete different activities around your fundraising page, your progress will be shown here.



When you start sharing your page, you'll be able to see how many times people have gone to your page, and how much you've raised.



You can also ask people to support you from your dashboard. Just click 'ASK FOR SUPPORT', and you'll be able to share your page via email or social media.



# Using your fundraising page

## 3. Editing your fundraising page

Once you've logged in to your dashboard, click 'VIEW' (next to the page URL) to view and edit your page.

Upload a new profile photo by clicking the camera button. You can also share your fundraising page from this view by clicking the icons.



Click the pen icon to update this section of text. It's a great idea to tell your story about why this event is important to you.



Your other team members will show here. Clicking on them will take you to their page.



Upload photos to show your supporters how you're going. Share photos of your team, your training activities and anything else your supporters would like to see.



The screenshot shows the user's fundraising page for the 20/20 Challenge 2022. At the top, there's a navigation bar with '20/20 Challenge' logo, 'Register', and 'Donate' buttons. Below the navigation bar, the user's profile is displayed with a name 'JANE MORGAN', a profile picture placeholder, and a fundraising goal of '\$0' out of a '2000 goal'. There are social media sharing icons (Facebook, Twitter, LinkedIn) and a 'View' button next to the user's page URL. Below the profile, there are tabs for 'MY PAGE', 'MY TEAM', and 'MY ACCOUNT'. Under 'MY PAGE', there are sub-tabs for 'GET SUPPORT', 'MY DONATIONS', and 'EDIT MY PAGE'. The 'MY ACHIEVEMENTS' section shows six icons representing: 'Uploaded A Profile Photo', 'Shared My Page', 'Made a self-donation', 'Received My First Donation', 'Received 5 Donations', and 'Hit your target'. Below this is a 'YOUR FUNDRAISING PROGRESS FOR 20 TWENTY CHALLENGE 2022' section with a progress bar and a table showing '\$0' raised and '1' team member. At the bottom, there's a section for 'OUR TEAM MEMBERS' showing a card for 'Jane Morgan (C)' with a profile picture placeholder and a plus icon to add more members.

MY GALLERY

# Let's get things started



## Update your fundraising page

Your fundraising page has been created for you, now, all you need to do is make it your own! Follow the instructions on the previous pages to update your profile photo, share your story and post photos.



## Donate to yourself

Show your donors just how important this is to you by making the first donation to your fundraising page.

This will not only encourage others to donate, but it will also give people a guide of how much they should donate.



## Ask friends & family

Once you've personalised your fundraising page and you've made a donation, reach out to close friends and family to give your fundraising some momentum. Send them a text message or email, or give them a call to personally ask them to support you.



## Ask everyone else

Next, spread the word by sharing your fundraising page on social media. Post on Facebook, Twitter, Instagram - anywhere you normally spend your time online. **Top tip:** When you get close to reaching your fundraising goal, increase it to encourage people to keep donating.



## Thank your donors

Saying thank you goes a long way. Post on Facebook and tag your donors to show how much you appreciate their support - and it's also a great excuse to share your fundraising page once again.



## Ask friends & family... again

Don't be scared to send follow up messages or emails. People often think they'll do things later on and then forget. Letting them know about your fundraising and training progress will also act as a reminder to those who have forgotten.

# Fundraising ideas for families

Here's a few ideas we've seen work in the past, but there are so many different ways you can fundraise amongst your family and friends, school, community or workplace - you're only limited by your imagination!

We want you to have fun while fundraising, so don't be afraid get creative with your activities. Think about the things you enjoy doing and try to build a fundraising activity around that.

Don't forget: We're here to support you, so if you need anything to help your fundraising or have an idea you want to run past us, give us a call.

## Get baking



The best way to people's wallets is through their stomachs...That's the saying right?

Hosting a bake sale at your school or local shopping centre is a great way to raise money. If sweets don't feel like the way to go, a BBQ or healthy treat sale might be the way to go.

## Donate your time



Let your community know you are in business! Advertising your services to family, friends or neighbours. Spread the word on your Facebook, Instagram and Twitter accounts about being available to babysit! Let everyone know you are babysitting to raise money for the 20/twenty Challenge.

## Donate a day

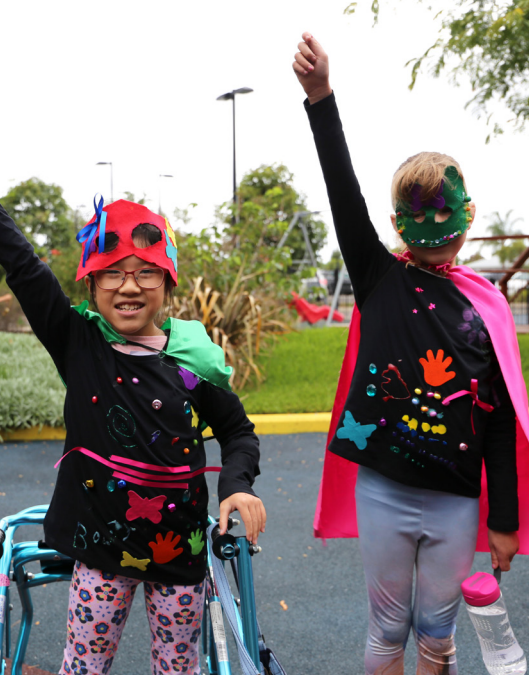


Rather than asking for gifts for your birthday or Christmas, ask people to donate to your fundraising. Let friends and family know donations will go to support the 20/twenty Challenge, instead of receiving gifts this year. **Be sure to share your fundraising page link rather than creating a Facebook Fundraiser.**

### Be sure to keep everything safe and legal.

We do not endorse door-knocking to raise funds, and street collections are subject to strict regulations.

Please also note that raffles, lotteries and prize draws are governed by legislation in Australia so it's a good idea to check [nfplaw.org.au](http://nfplaw.org.au) or check with us to ensure your raffle follows legislation.



“Post on Facebook that you’re participating in the 20/twenty Challenge and raise money for kids living with cerebral palsy!”

## Family fundraising ideas

### Dog walking



Ask family, friends and neighbours if they need a house/dog sitter. Do a letterbox drop in your local neighbourhood or post on Facebook to spread the word.

### Hold a raffle



Local businesses are generally very happy to donate products to be used as a raffle prize - you just need to ask. Once you’ve gathered a few prizes, sell raffle tickets to your friends, family & colleagues to raise some funds. If you don’t have time to source prizes, simply allocate 50% of the money from sales as the prize. The other 50% will go towards your fundraising.

### School mufti day



Ask the student council, teachers or parents committee at your school about having a mufti day to raise money for your 20/twenty Challenge. You could choose a theme, or just do free dress. Ask students and staff to make a gold coin donation that will go towards your fundraising tally. The school might also be happy to hold a BBQ on the same day to raise even more funds.



Go for it!  
We’re here to support you in your fundraising, so please reach out if you have a great idea - we’d love to hear it.



# Fundraising ideas for the office

There are a lot of great ways for your team to raise funds for the 20/twenty Challenge. Some require a bit of effort, and others are super simple to do. Here are some suggestions, but feel free to get creative, or take a look at some of the suggestions for family teams.

## Update your email signature



Update your email signature located under the fundraising tab [20twentychallenge.org.au](https://20twentychallenge.org.au) (of course you're also welcome to create your own) and link it to your fundraising page.

## Collection Jar



If your work has a front desk, reception or staff area, ask if you can place a collection jar there. Print off a sign about why your fundraising to go stand next to it.

## Get trivial



If you're a natural organiser, a Trivia Night is a great way to have some fun and raise some money. Part (or all) of the ticket sales will go to your fundraising and you might choose to hold a raffle or auction on the night to raise even more.

## Go casual



Remember how exciting mufti days were at school? Well why not try and re-create the atmosphere by hosting a casual day in the office. Ask people to make a donation towards your team and in return they can wear casual clothes all day.

## Embrace the 3pm munchies



It's 3pm and the sugar cravings have hit - we've all been there. Make the most of it by baking treats (or healthy protein balls) and sending an all office email at 3pm letting everyone know that they're available for a donation.

## Healthy Habit Challenge



As part of your preparation for the 20/twenty Challenge, encourage your supporters to start a healthy habit and donate the money they would normally spend on coffee, sugary or hi fat snacks. You can decide on how long the challenge is - a day, weekend, week, etc. Then share motivational messages on your social media accounts to keep supporters motivated.

# Fundraising ideas for the whole team

## **Bunnings BBQs**

Bunnings BBQs take a bit more time and organisation, but the money you can raise is often well worth it. Be strategic and choose a busy store, then get the whole team involved. Some smaller Bunnings stores may allow you to set up a cake stall rather than a BBQ. Approach local butchers/bakers to see if they can support you by donating or offering discounted meat and bread.

## **Hold a car wash**

Get together as a team and organise a car wash at school or the office. It's a fun event that everyone can get involved in. People will be more than happy to make a donation to get their car sparkling clean again.

## **Hold a stall at your local markets**

Local communities will be so supportive of your fundraising! If there is a local market in your area, book a stall to help your fundraising. You could make it a cake stall or a second-hand clothes or book stall. It will be a great chance to raise some money and spread the word about what you're doing. Don't forget to tell the organisers that you're raising money for charity and they may be happy to discount the stall fee.

## **Approach local media**

Contact your local paper or Facebook community about your story and your fundraising goals. Include quotes, photos, reason for participating and your fundraising page link.

## **Host a team event**

Having the whole team together is powerful, can lead to some serious fundraising, and is seriously fun. Hold a morning tea, lunch, BBQ - whatever works and get your whole team to join in and share a bit about why the 20/twenty Challenge is so important to your team.

**Cerebral Palsy Alliance**

(02) 9975 8000

187 Allambie Road

Allambie Heights NSW 2100

PO Box 6427

Frenchs Forest NSW 2086

[20twentychallenge.org.au](http://20twentychallenge.org.au)

[janemorgan@cerebralpalsy.org.au](mailto:janemorgan@cerebralpalsy.org.au)

*20 / twenty*  
Challenge



**Cerebral Palsy**  
ALLIANCE