

Giving Day

March 5th 2024



Cottage by the Sea
inspiration · fun · opportunity Queenscliff



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How You Can Help

Cottage by the Sea Giving Day



On Tuesday, March 5, Cottage by the Sea is having its annual Giving Day. This 12-hour event harnesses the generosity of Cottage supporters to raise much-needed funds.

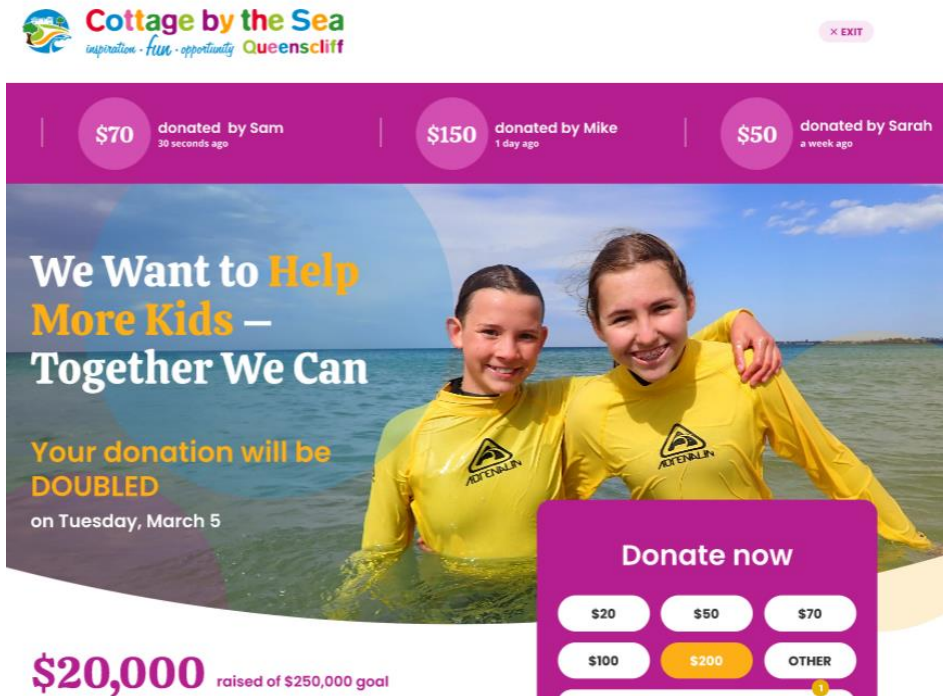
As a passionate supporter of Cottage by the Sea, we are inviting YOU to join our campaign by **creating a TEAM** to raise funds for Giving Day. Spreading the word and fundraising through teams will get us a step closer to our fundraising goal of \$250,000 on Giving Day!



Team up for Cottage this Giving Day

It is simple and only takes a few minutes to set up your **TEAM** on our fundraising platform at www.give.cottagebythesea.com.au. You can set up or join a fundraiser now or anytime before the start of Giving Day on Tuesday, March 5.

It is best to encourage donors to your page to make their donation between 7am and 7pm on March 5 as this is the only time their donation will be doubled. Any donations made before or after March 5 will not be doubled.



The screenshot shows a fundraising page for Cottage by the Sea. At the top left is the logo with the tagline "inspiration · fun · opportunity" and "Queenscliff". A pink "EXIT" button is in the top right. Below the logo, three donation notifications are shown in purple circles: "\$70 donated by Sam 30 seconds ago", "\$150 donated by Mike 1 day ago", and "\$50 donated by Sarah a week ago". The main content area features a photo of two children in yellow wetsuits. Text on the left reads: "We Want to Help More Kids – Together We Can" and "Your donation will be DOUBLED on Tuesday, March 5". At the bottom left, it says "\$20,000 raised of \$250,000 goal". A purple "Donate now" button is at the bottom right, with a dropdown menu showing options: \$20, \$50, \$70, \$100, \$200 (highlighted), and OTHER.

Key Points for Team Success



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Giving Day is about using your voice to rally your family, friends and colleagues to give to Cottage by the Sea. With the generous support of the donations received on our Giving Day, we will be able to ***give more children more fun, more inspiration, and more opportunity.***

Start by setting a fundraising target for your team. Then, for one day only, every dollar donated is doubled by Cottage's generous matching donors. For example, if your team's goal is \$1500 then your team only needs to donate \$750.


We are looking to create some healthy competition between the teams, with the goal of smashing it on the day. \$1500 is a suggested team goal.

To say thanks, if your team is one of the top three fundraisers, your team will receive two free tickets to Cottage by the Sea's Winter Warmers Breakfast at GMHBA Stadium on Wednesday May 1, 2024.

How to Create a Team



Step 1: Click on this link: [Create Fundraiser Page](#), which will take you directly to our fundraising platform on the Giving Day site. You will need to enter your details to create an account.



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[X EXIT](#)

Create Fundraising Page

Firstly, tell us about you

We will create an account so you can easily keep track and manage your activity.

First Name *

Last Name *

Email *

Confirm Email *

Password *

Confirm Password *

I have read and agree to the [Privacy Policy](#). *

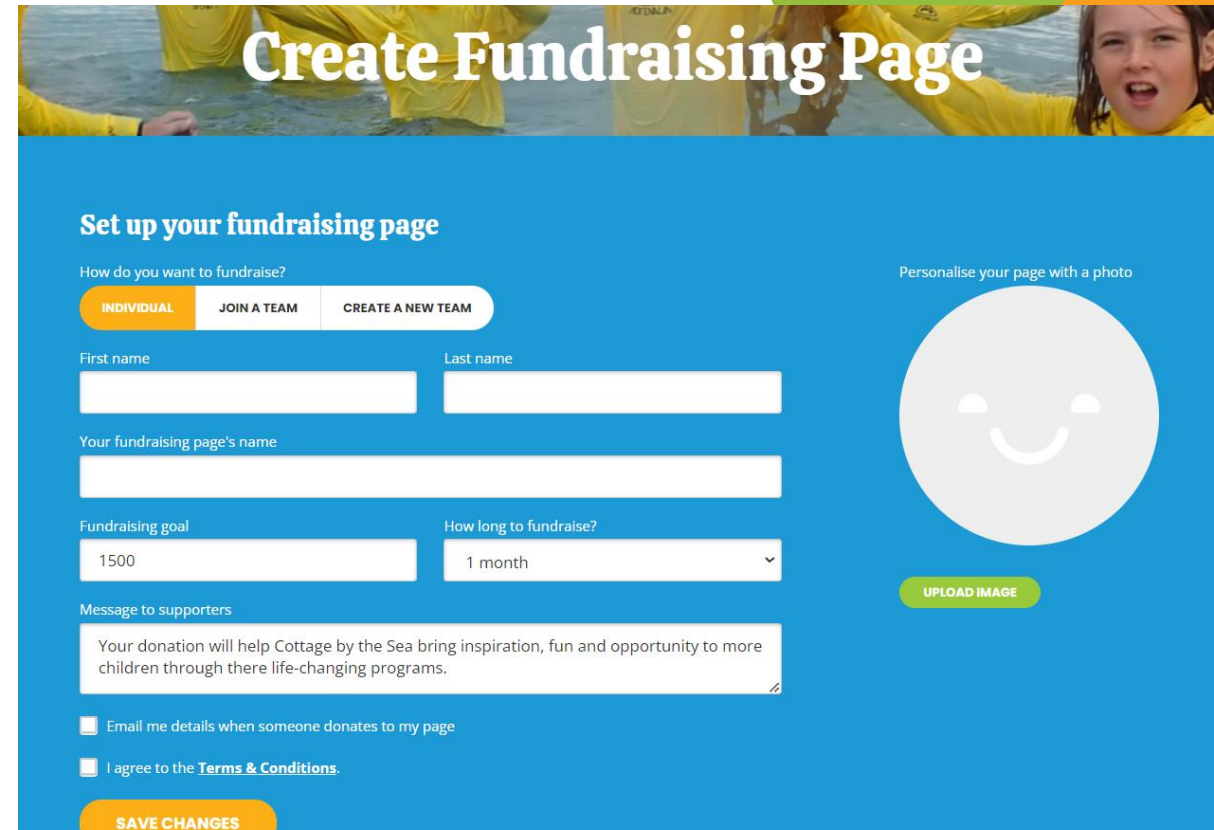
CREATE ACCOUNT

Have an account?

Log in to your existing online account to easily manage your activity within our website.

LOGIN

Step 2: Once your account is set up, you will then see this screen on the right to set up your fundraising page.



Create Fundraising Page

Set up your fundraising page

How do you want to fundraise?

INDIVIDUAL JOIN A TEAM CREATE A NEW TEAM

First name

Last name

Your fundraising page's name

Fundraising goal

How long to fundraise?

Personalise your page with a photo

UPLOAD IMAGE

Message to supporters

Your donation will help Cottage by the Sea bring inspiration, fun and opportunity to more children through their life-changing programs.

Email me details when someone donates to my page

I agree to the [Terms & Conditions](#).

SAVE CHANGES

How to Create a Team



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Step 3: Select one of three options below to set up your page.

- INDIVIDUAL: Create a fundraiser in your own name.
- JOIN A TEAM: Join a team that is already set up.
- CREATE A NEW TEAM: Set up a new team.

Set up your fundraising page

How do you want to fundraise?

INDIVIDUAL

JOIN A TEAM

CREATE A NEW TEAM

Set up your fundraising page

How do you want to fundraise?

INDIVIDUAL

JOIN A TEAM

CREATE A NEW TEAM

First name

Last name

Your fundraising page's name

Fundraising goal

1500

How long to fundraise?

1 month

Message to supporters

Your donation will help Cottage by the Sea bring inspiration, fun and opportunity to more children through there life-changing programs.

Email me details when someone donates to my page

I agree to the [Terms & Conditions](#).

SAVE CHANGES

Personalise your page with a photo



UPLOAD IMAGE

Step 4: Go through and complete your details. You can personalise your page with a photo and a message to supporters.

How to Create a Team



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Now, you're ready to share your page via social media, email or text with your network.

The Swifties

[DONATE](#)

[JOIN TEAM](#)

[f](#) [X](#) [✉](#) [📄](#)

\$50
raised so far

5%
of \$1,000 goal

A screenshot of a crowdfunding page for 'The Swifties'. The page has a purple header with the title 'The Swifties' in white. Below the title are two buttons: 'DONATE' in orange and 'JOIN TEAM' in blue. Underneath these are four social media icons: Facebook (f), X (Twitter), email (✉), and a share icon. At the bottom, there is a blue progress bar showing '\$50 raised so far' on the left and '5% of \$1,000 goal' on the right. The background of the page is purple with a blue bar at the bottom.

Tips to promote the campaign



Tip 1: *Make it personal*

Share why you are supporting Cottage by the Sea. Tell people what Cottage by the Sea means to you, and why you are participating in Giving Day. Share photos, videos and any memorable experiences from Cottage, which you will find on our social media!

Tip 2: *Connect directly*

Reach out to your personal networks via social media, WhatsApp, text, email or an oldie but a goodie ... a phone call sharing what Cottage by the Sea means to you and why you are supporting the campaign.

Tip 3: *Share your team's Giving Day fundraiser page*

By clicking on the button on the far right on your page, you can copy and paste the link to share your page.



Remember to also thank your friends, family and colleagues who donated.



Example Email



March 5 is Cottage by the Sea's Giving Day. This one-day campaign raises important funds for Cottage by the Sea. On this day only, every donation is DOUBLED by Cottage's matching donors.

Join me in supporting Cottage by the Sea to help enhance the lives of more children. You can donate here on March 5: ***paste the link to your page as shown on the previous slide***

Please spread the word about Cottage by the Sea's Giving Day. Together, we can help more children and families.

Example Text



March 5 is Cottage by the Sea's Giving Day. For one day only, every donation is DOUBLED by Cottage's matching donors. Together, we can do more to support more children.

Donate here on March 5: ***paste the link to your page as shown on the previous slide***

Support



If you need assistance setting up your team or require any technical or marketing support once you've set up your team, please contact:

Andrew Augustine

0438 818 739

andrew.a@cottagebythesea.com.au

Bill Kerr

0418 533 124

bill@cottagebythesea.com.au



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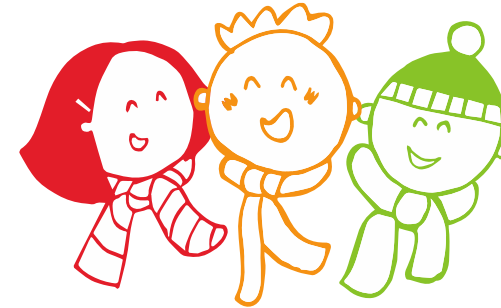
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Other Ways You Can Help



1. Share Cottage's social media posts or emails about Giving Day to spread the word.

2. Contact Cottage and ask to be a volunteer in our Giving Day phone room at Cottage from 8am to 5pm on Giving Day.



3. Donate directly via the Giving Day website on March 5 when all donations will be doubled www.give.cottagebythesea.com.au or contact Cottage on Giving Day to donate.



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