



PEAK BODY FOR
18,000
QUEENSLANDERS



ESTABLISHED IN
1976
BY PARENTS



OVER
5,000
FUNDRAISERS



SUPPORTING
4,000
MEMBERS

FUNDRAISING TOOLKIT

Advocating for inclusion and equality

 (07) 3356 6655

 engagement@downsyndromeqld.org.au

WWW.DOWNSYNDROME.ORG.AU/QLD



About DSQ

Down Syndrome Queensland (DSQ) is the peak body for intellectual disability in Queensland and works for a better quality of life for people with intellectual disabilities, including Down syndrome. DSQ is a registered charity, established in 1976 by parents to support and strengthen families, and promote positive and realistic images of people with disabilities. Its dynamic and expert team of staff provides a range of services and supports throughout Queensland and are supported by a number of wonderful volunteers, including the DSQ Board. Our services are funded through grants, sponsorships, donations and fundraising.

Supporting



Advocating



Empowering



Our Mission

DSQ is the peak body for intellectual disability in Queensland, and provides practical and emotional support to all people with intellectual disabilities, their families and support networks.

We drive change, support inclusion and are on a quest for equality for people with disabilities, so they can take their rightful places as valuable and contributing members of their communities.

We provide expert advice and quality services to empower individuals to fulfil their potential, now and into the future.



Did you know?



There are around

668,100

Australians with
an intellectual
disability

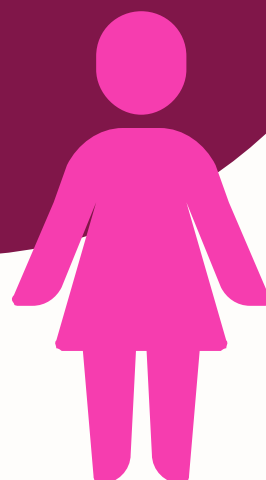


Intellectual disability
is the **second most
common disability** for
NDIS participants

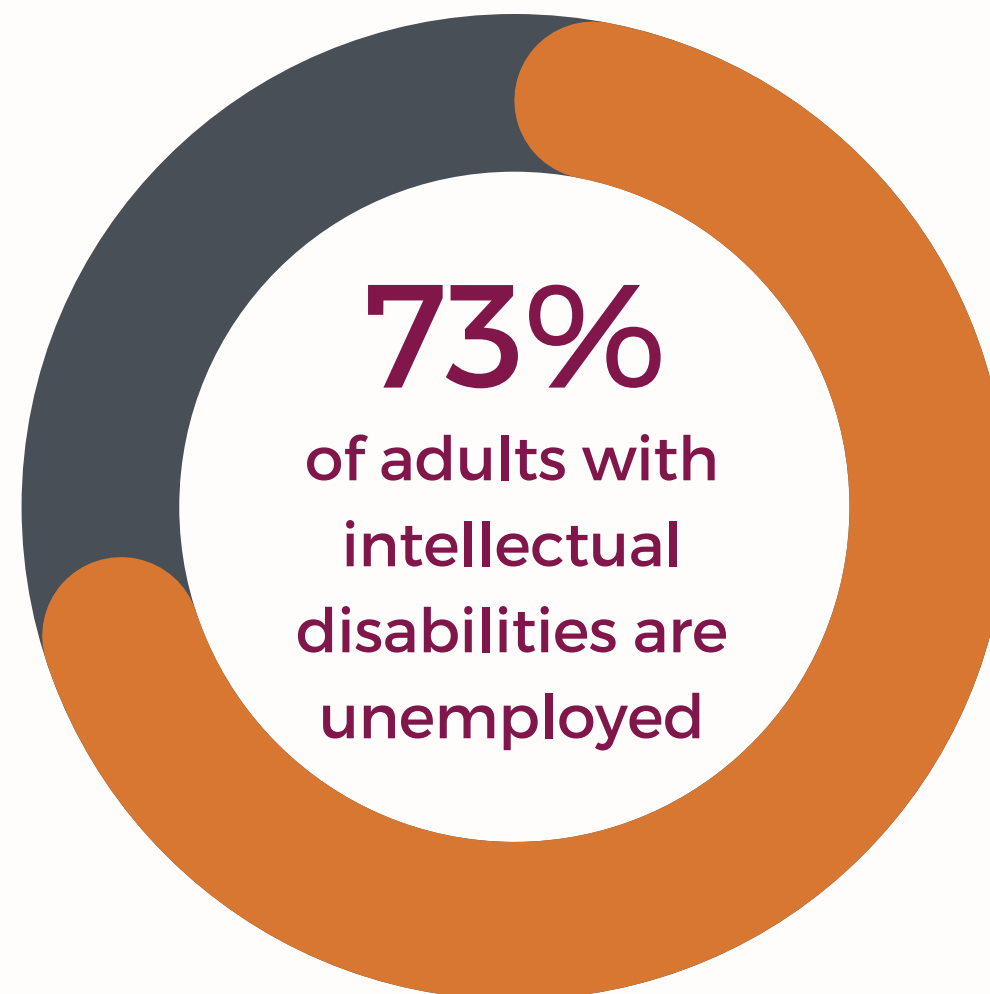
Of Australians with
intellectual disabilities:

57%
identify
as male

43%
identify
as female



Only **40%** of students
with disability complete
Year 12, compared to **75%**
of students without a
disability





Why support matters

Supporting DSQ helps to improve educational outcomes for individuals with intellectual disabilities, including Down syndrome.

Only 40% of students with disability complete Year 12, compared to 75% of students without a disability. DSQ works to improve the educational opportunities and outcomes for individuals with intellectual disabilities by providing training, resources, and support for schools, educators, and families.

Supporting DSQ helps to create a more inclusive society for individuals with intellectual disabilities. People with disability, including those with Down syndrome, are more likely to experience discrimination and social exclusion. By supporting DSQ and its programs, we can help to create a more accepting and inclusive community for individuals with intellectual disabilities and their families.



How you can help

There are several ways in which one can help DSQ in the mission to empower and support individuals with intellectual disabilities and their families. Whether it's fundraising for DSQ, donating funds to support us to provide vital support and education, or volunteering at events or joining one of the committees, you can make a positive impact.

Spreading awareness about intellectual disabilities, including Down syndrome, and advocating for inclusion and accessibility in our communities can also help to create a more accepting and welcoming environment.

Key events for Down syndrome

Everyone who supports DSQ is considered a Member. What this looks like is up to you - you can show your support and contribution to the community however suits you. Below are two hallmark days that provide an opportunity for you to get involved in the Down syndrome community:



21 MARCH

International World Down Syndrome Day falls on the 21st March every year and is celebrated through the 'Lots of Socks' campaign. Selling socks is a simple way to raise funds for DSQ.

On 21 March, get your local school, workplace, community group, family, or friends to wear brightly coloured socks on the day and bring in a gold coin donation for DSQ.

Please register your interest by emailing: engagement@downsyndromeqld.org.au

OCTOBER

During October, the Down Syndrome Australia (DSA) Federation is asking you to participate in the #21YourWay challenge, raising awareness of Down syndrome.

All funds raised will support DSA to continue with their work in supporting and empowering people with Down syndrome to have full access to social and economic inclusion.

Join in by choosing your own #21YourWay challenge - do it 21 times and do it your way!



For more information, visit our website at www.downsyndrome.org.au/qld



Fundraising ideas

Here are a few ideas that can help you make a difference through supporting DSQ.



Run a Bunnings Sausage Sizzle

Who doesn't love a snag in bread from Bunnings! You can organise your own sausage sizzle by contacting the Activities Coordinator at your local Bunnings Warehouse. DSQ have a range of tools to assist you in making your sausage sizzle a success.



Organise your own event

Create a fantastic event and raise funds at the same time by hosting:

- Morning tea
- High tea
- Dinner party
- Trivia night
- Movie night
- Barbeque



Recycling

Every 10c counts! Recycling is an easy way to support DSQ through collecting bottles and cans. Save up your recyclable bottles and cans and when depositing at your local Containers for Change centre, scan the DSQ scheme ID to make your donation.



Enrol into a sports event

Set yourself a challenge and enter yourself into an event. From fun runs to marathons, there is something out there for you. You can even join Team DSQ in the Bridge to Brisbane and/or Gold Coast Marathon.



To obtain the DSQ scheme ID, please contact the team via engagement@downsyndromeqld.org.au



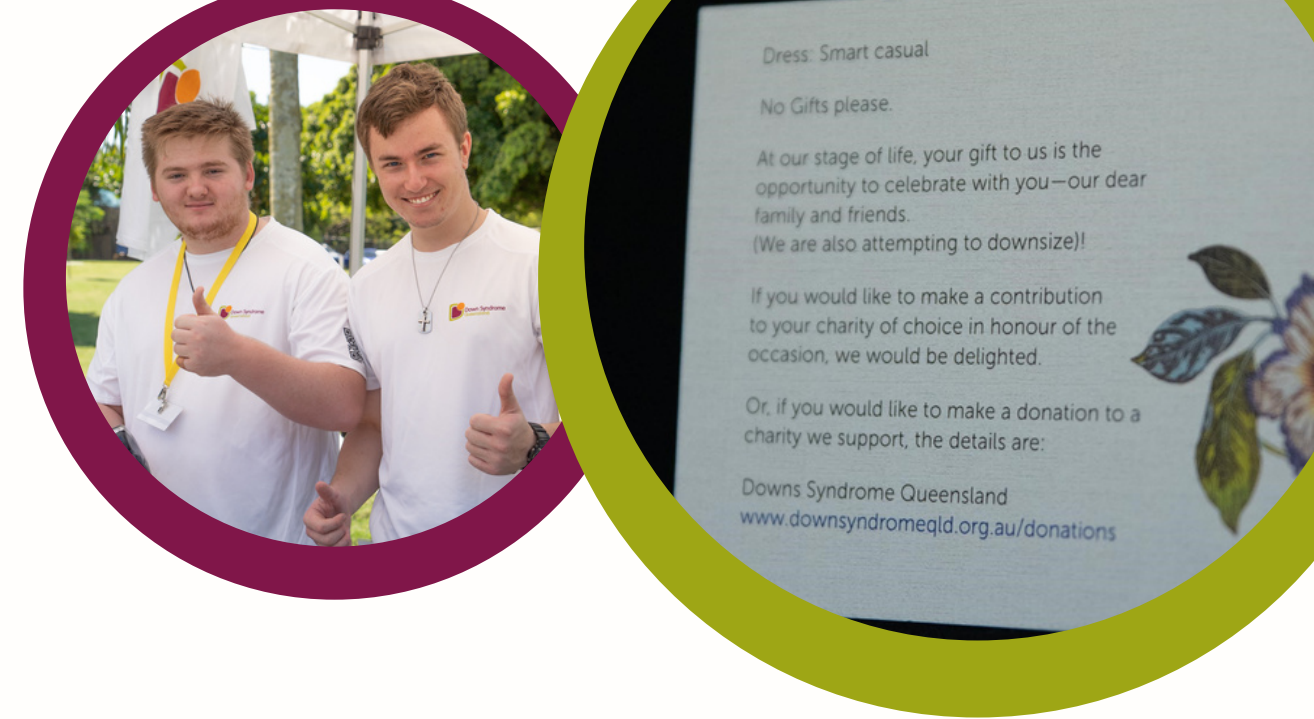
For a full list of running challenges throughout Queensland, scan the QR code.





Fundraising ideas

Here are a few ideas that can help you make a difference through supporting DSQ.



Mark that special occasion with a gift

Why not dedicate your gift to making a difference?

- Celebrate your day by running a Facebook Birthday Fundraiser.
- Make your wedding gifts into a real difference by asking your guess to make a donation to DSQ.
- Upgrade your event to be life changing through donations to DSQ.



Run your own raffle

Running your own raffle is a fun and easy way to support DSQ! Contact a local business for a prize donation or create a simple number board, then promote tickets through your networks and via social media. It doesn't have to be big; DSQ can provide ideas and advice on how to run it. Start your raffle today!



Play for Purpose - Join the raffle

DSQ runs a “Play for Purpose” raffle throughout the year. Play for Purpose is Australia's 100% not-for-profit community raffle, with \$5 of every ticket sold going directly to DSQ. It's the ultimate WIN-WIN raffle with every ticket giving you a chance to win a first prize valued at \$250,000 and other amazing prizes.

To set up your own Play for Purpose fundraising page, please contact events@downsyndromeqld.org.au.



To purchase tickets to Play for Purpose, scan the QR code.

How your fundraising makes a difference

\$50

Half an hour of phone or email support for a new or prospective parents

\$100

One hour of phone or email support for a teacher or professional seeking advice on including someone with intellectual disability

\$150

Recruitment and on-boarding of one volunteer to support DSQ on going capacity building programs

\$200

Providing support to a family in preparation for an upcoming NDIS Plan Review

\$500

Supporting one school, for one day with an observation visit and report.

\$1000

One-on-one support for employer and employee with Down syndrome to prepare for mainstream employment

\$5000

Establish a new educational class in a new location



Tips to maximise your fundraising:

1

Share your fundraising page early and often

Once you publish your fundraising page, aim to share it within the next 10 hours to start gaining donation momentum. Start with sharing your fundraising link with at least three of your closest friends and family, and ask if they would consider donating to help you kickstart your fundraising efforts. Then, share your link with your broader circles.

2

Use specifics when sharing your fundraiser

We've seen that potential donors like to know how the money they donate will be used. Share specifics about how the money you raise will be used. Knowing these extra details can help donors feel more confident to give.

Example: "A donation of \$35 helps to cover one tank of gas for the drives to and from the hospital."

3

Highlight timely moments or milestones to drive urgency

Let people know if you need to reach your fundraising goal by a certain date. This can motivate your supporters to donate right away and help you reach your goal more quickly.

Example: "We are raising money to honor my grandmother at her memorial service on March 4."

Similarly, sharing fundraising progress is an important way to show donors the impact of their donations on your journey.

When you reach a milestone, share the achievement with your supporters. This will also let them know how far away you are from reaching your goal and may prompt them to donate or share your fundraiser with their networks again.

Example: "I am halfway to reaching my fundraising goal of raising school supplies for my daughter's classroom! Will you help me reach my goal by donating \$10 or sharing?"

Tips to maximise your fundraising

4

Ask friends to help you spread the news

You don't have to do the work by yourself. Think of three or more friends or family members who are active on social media or might be willing to put in extra effort to help you reach your fundraising goal. Reach out to them directly and ask them to help you spread the word about your fundraising page by sharing your link with their networks.

5

Reach out to your neighbourhood

"How do I get my fundraising page noticed?" is a question you may be asking yourself. One way to do this is by spreading the word about your fundraiser within your neighbourhood. Put up flyers with your fundraiser link at local events, places of worship, alumni groups, gyms, coffee shops, or wherever you spend time in your community. Making a QR code that links to your GoFundMe is another great way to help people quickly find your fundraiser.

6

Share on weekday mornings

One of the best times of day to spread the word about your fundraiser is on weekday mornings. If you can, block off a few minutes each morning to share your fundraiser. Or use the general 'schedule' feature for emails and social media posts to be automatically sent out at a dedicated time multiple times throughout the week.

7

Record a video

While photos are meaningful, potential donors may connect with your story at an even deeper level if you record a simple, heartfelt video on your phone and share it with your fundraiser link.

Tips to maximise your fundraising

8

Regularly share your fundraiser link on different social networking sites

If you're wondering where to share your fundraising link, your social media accounts are a great place to start. We have seen that sharing your fundraising link and story on different social media platforms at least three times a week will help you continue to raise money. Remember to focus your post on why your fundraiser means so much to you and be sure to thank those who have already supported you.

9

Step outside of your direct network

Post your fundraiser link on your local community Facebook page. This is a great way to reach out to local people you may not know, but who might be willing to help your cause by sharing your fundraiser link, donating, or supporting you in other ways.

10

Post creative shoutouts in your updates

Getting creative with fundraising updates to thank and show your appreciation for those who have donated can be an engaging way to drive donors. For example, you can post a photo of yourself holding a 'thank you' sign with all your donors' names. Or, if the tone is right for your cause, share a 'thank you' dance video you choreographed with your pet.

For more information or resources, contact DSQ via (07) 3356 6655 or office@downsyndromeqld.org.au



Further support
 Support for DSQ can be shown through many ways. No opportunity is too big or too small, we at DSQ are here to work with you to maximise your impact within the community.

Contact us

Michael Harrison
 Community Engagement & Fundraising Manager

P: (07) 3356 6655
 M: 0422 676 179

engagement@downsyndromeqld.org.au

