



# Partner with Local Businesses to Boost Your Fundraising



Partnering with local businesses is a fantastic way to expand your fundraising reach and secure larger donations. We have some creative ideas below on how to collaborate with companies to boost your fundraising efforts.



Please note for some of these ideas, you may need to approach the company with an “Authority to Fundraise” letter from Breakthrough T1D. Please reach out to us for help with this.

## 1 Corporate Matching Gifts

One of the most effective ways to double your impact is by asking your employer or a local business to match the donations you raise. Here's a sample email you can use:

*Subject: Support Breakthrough T1D's One Walk with a Matching Gift!*

Dear [Employer/Business Contact],

I'm thrilled to share that I'm participating in Breakthrough T1D's One Walk to support vital research for type 1 diabetes (T1D), and I'd love to have your support in making a significant impact.

For background, T1D is a lifelong autoimmune condition currently impacting over 140,000 Australians, including [insert your personal connection to T1D: myself/ my child/ my grandchild/ my partner, etc.].

People living with T1D need to monitor their blood glucose levels 24/7 and manually administer themselves insulin multiple times a day either through injections or using an insulin pump. While insulin is a lifesaver, it is not a cure, and administering it is complex and challenging.

Research is essential for developing better treatment options and, ultimately, finding cures for this condition. Breakthrough T1D is the world's largest funder of breakthrough T1D research, and the funds raised through One Walk will directly support this transformative work.

Would [Company Name] be willing to match the funds I raise during One Walk, dollar-for-dollar? Your contribution will not only support groundbreaking research but also connect your organisation with a passionate community dedicated to creating a world without T1D.

If you'd like more information about One Walk, please visit - [walk.breakthrough1d.org.au](http://walk.breakthrough1d.org.au)

Looking forward to your support!

Best regards,

[Your Name]

## 2 Host a 'Doughraiser' Event

Team up with your local Domino's and arrange a 'doughraiser' event, where a percentage of sales from a specific day or time period is donated to your cause. Here's how:

**Step 1:** Call or visit your local Domino's and ask to speak with the store manager.

**Step 2:** Explain that you're fundraising for Breakthrough T1D's One Walk and would love to partner with them for a doughraiser.

**Step 3:** Promote the event through your social media channels, and word of mouth to friends and family.

You can extend this idea to other types of restaurants or cafes in your area, creating a series of fundraising events at various local spots.

## 3 Set Up Donation Jars

Ask local businesses if they would allow you to place donation jars at their checkouts. This is a simple yet effective way to gather extra funds. Here's how:

**Step 1:** Visit local businesses that have good foot traffic like a bar, hair salon, or bakery, and ask if they would host a donation jar for your fundraiser.

**Step 2:** Create a donation jar – we have some printable donation jar labels [here](#). Be sure to include a brief description of what the donations will support, such as "All funds raised support Breakthrough T1D's One Walk to find a cure for type 1 diabetes."

**Step 3:** Regularly check in on the jars and express gratitude to the business owners for their support.



#### 4 Sponsor a Product or Service

Work with a local business to sponsor a specific product or service, where a portion of sales from that item goes directly to your fundraiser. Examples include:

- A local coffee shop could donate \$1 from every coffee sold on a certain day.
- A fitness center could host a special class where all participation fees are donated to your cause.

#### 5 In-Store Promotions and Discounts

Propose a special in-store promotion where customers who donate to your fundraiser receive a discount or special offer from the business. This can be a win-win, encouraging donations and driving traffic to the store.

#### 6 Raffle or Silent Auction

Ask local businesses to donate items or services that you can raffle off or auction. Popular items might include gift certificates, products, or unique experiences. Promote the raffle/auction both in-store and online to maximise participation.

These are just a few ways to engage local businesses in your fundraising efforts. By building strong partnerships, you can significantly increase the impact of your work and bring your community together for a great cause.

