Setting up a team for the 2019 UQ Architecture Winter Sleepout

Thanks for helping us with our 2019 Winter Sleepout. This will be the 8th year of the winter sleepout and the process we have followed in the past has been effective in distributing the fund raising drive so that each team can have its own identity as well as leveraging the power of teams to maximise the amount we raise to support Second Chance Programme.

We will be using the on-line fund raising platform Everyday Hero again this year.

There are a few steps to get the team up and running but once established you can use a diverse range of communication channels to direct supporters to your team page.
Getting your marketing collateral ready.

You will need some marketing collateral ready before you launch into establishing a team. You will need:

- A team story. You can either use the default team message but to get best value for your own team marketing it is best to prepare your own message. The length of the copy should be around 150 to 200 words.

- A team image. This can be an image of the personnel sleeping or a logo. It does not need to be any larger than 2000px in a square format.

- Links to a Facebook page that you will use to help market your team.
There is an overall home page that gathers the teams in one place. To set up your team you will need to start here:

From the home page follow the link "Join Team"
You will be prompted to sign up – we usually use the email option as it provides more flexibility with team management.
You need to fill in all fields. Use an email address of the main person who will manage the team. This person will receive email notifications of received donations. It is important that this person is on call as it is good practice to thank supporters quickly, this builds momentum for further donations and also helps build "warm" feelings about the team and the cause.
Fill in all fields as prompted.

Select create fund raising page to move to the next step.

When setting a fund raising target try to be ambitious - but not too ambitious. We have pitched for $1500. Last year the Archipelago managed $3000. You can increase the target as you go so when it seems you are going to ace the target, push it up a bit so your supporters feel they are helping you reach your target.
The next step will prompt you to upload your team photo. In the past something identifiable such as a logo is simple and effective.

Alternatively you can set up a team photo that combines the individuals with a logo – this tends to personalise it a bit more.
We use the team photo for Instagram, Facebook and other marketing channels. This was a simple camera phone image where we posed with a bit of foam-core and superimposed the office logo in Photoshop.

We can provide the yellow winter sleep-out collateral if needed.
The next step will prompt you for your team story. It is better to personalise the message rather than using the default.

For practices this also provides an channel for soft marketing of the practice to express the social values of the practice.
The value of using Everyday Hero is the social media functionality. If you have a Facebook account use this as a primary messenger.

We also use Instagram, Linked-In and direct emails to colleagues, clients and family. We always have received our best support with more direct approaches complemented with secondary social media.
The value of Facebook and other direct approaches is that you can link directly to your supporter page.

If you can get your potential supporters onto your team page then they will be quite likely to donate.
Your team page will be complete at this stage however the process will prompt you to make a first donation. From our experience it is quite important to have something on your page. It helps to generate momentum and also you will get an idea what the process of donating is like.
The default donation page will start with an amount. You can enter and amount manually. We always impress that even small amounts are welcome as it all adds up.
The supporter details is extensive but the main reason is that Everyday Hero will use this to generate a tax receipt. Any donations over $2 are tax deductible.

Everyday Hero will email supporters a receipt when they donate and again just before the end of the financial year.
Supporters can leave the team a message. This will appear on the supporter page.

This helps the supporter get some recognition of their donation in the public domain. For corporates this is important.
The easiest way to donate is credit card or PayPal. If your team organises a cash-based fundraising event, say a bake sale, you will need to figure out a way of translating the cash to something online.

Sometimes the company or an individual can take the cash and then donate on behalf of the team. The person making the transaction will get the tax receipt.

Note that there is a default percentage figure added. This is to cover the Everyday Hero overhead. This overhead is an opt-out system. Typically, this has not created issues with our supporters in the past, but it is useful to be aware of it.
Supporters will receive a link back to the team page where they can see their donation added to the cumulative figure as well as their supporter message.

Supporters will also receive an email receipt.
The team page will show the running total at the top of the main dashboard.

Note that this screen view is the team managers perspective. The team manager can edit the story and thank supporters. For supporters this functionality is not visible.

You can link back to the main campaign home page by following the “visit team” hyperlink.
On the main home page you can see the running totals of the other teams. The teams with the highest totals will be most visible. This friendly competition between teams has helped us reach impressive totals so let's be competitive!
Thank you

If you have any questions about the process of setting up a team you can email either

Kelly Greenop
k.greenop1@uq.edu.au

or

Michael Dickson
m.dickson@uq.edu.au

for help.

We will send you updates of the campaign, tips and advice, and when we get to closer to the night of the sleepout (August 13th at Wandering Cooks) we will send specific information for sleeper preparation.

Thank you again for your support!