



Celebrate
with a difference!

Supporting Kidney Health Australia

Are you celebrating something special, such as a birthday, wedding anniversary, christening or “kidneyversary”?

Why not celebrate by collecting donations for **Kidney Health Australia** in lieu of gifts? Donating in celebration of a special occasion is a wonderful way to add meaning to your unique day and help support families affected by kidney disease.

How to fundraise on your special day!



In person celebrations

If you're inviting family & friends to celebrate your special occasion in person, you can request to have some special **Kidney Health Australia In Celebration envelopes** to be delivered to your home, workplace or event space, for your guests to make donations. You can do this by calling us on **1800 454 363** or emailing **events@kidney.org.au**

Online celebrations

Thinking of celebrating and raising funds online? There are several ways to set up, promote and fundraise for your special day.

Set up your own online fundraising page and send the link to your family & friends so they can make a donation in lieu of gifts. Setting up your own fundraising page is quick and easy, simply **click here**.

Alternatively, use the power of social media and set up a **facebook fundraiser**, which you can link to from your facebook profile to make it easy for family & friends to donate. To create your own facebook fundraiser **click here**.



Aries' first birthday celebration!

Aries made a dramatic entrance into this world on 15 March, 2019. He was born on the front seat of the family car in front of the emergency department and lost 1kg just four days after birth. Tests revealed that Aries was in kidney failure and had Grade 5 kidney Reflux, Dysplasia of both kidneys and chronic kidney disease.

Mum, Madison explains; "We were able to take Aries home but he was on medications six times a day. For the next three months we were seen daily for blood tests to check his kidney function. It then changed to every two weeks, then four weeks and now it's every three months."

To celebrate Aries first birthday the family decided they wanted to give back. **Kidney Health Australia** had been an important source of support, with the information and resources on the website helping them over the course of their journey. Madison created their own online fundraising page for family and friends to donate in lieu of gifts.

"It was so easy to set up and personalise and my family and friends also found donating money this way easy and simple. I loved that I could share the direct link via social media" shares Madison.

The family raised an amazing **\$700** in honour of Aries to support other families affected by kidney disease.

For some inspiration, **check out our top fundraising tips:**

1

Donate first!

By donating to your own fundraiser you are showing commitment and setting the benchmark for other donations.



2

Include a picture of yourself and tell your story.

People want to see who they are donating to and they want to hear your unique kidney story, so let your supporters know why you are doing what you are doing. The more personalised you make your page, the better.



3

Let people know how much to donate and make it relevant to you.

You could ask your family and friends to donate a dollar amount equal to your age or wedding anniversary. Instead of a present, you could ask for the equivalent amount be donated to **Kidney Health Australia**.

4

Share your fundraising page on social media.



Share your page across different platforms, as well as regular updates on your activity. Don't forget to ask your friends to share your page too.



5

Thank your donors.

Let them know their donation has been noticed and appreciated. Nothing makes a person feel more special than when you thank them individually.



6

Ask again!

If you asked someone once and they haven't donated – ask again, they may have just forgotten and won't begrudge a friendly reminder. Remember the old saying, if you don't ask you won't receive.

Thank you

for your support and generosity!

You make it possible for **Kidney Health Australia** to continue providing vital support services, such as the Kidney Kids Camp, Big Red Kidney Bus and the Kidney Transplant House, to people living with kidney disease.

We're with you every step of the way and we're here to help you celebrate your special occasion and make your fundraising campaign a roaring success.

Please email events@kidney.org.au or call us on **1800 454 363** if you have any questions.



Connect with us:

Freecall 1800 454 363
kidney.org.au
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 **Kidney Health**
Australia