

A flying start for your fundraising!



Your Oceans to Outback
fundraising guide

Contents

Welcome & thank you	<u>3</u>
Teamwork!	<u>4</u>
Meet the people you're helping	<u>5</u>
Fundraising Resources	<u>6</u>
Wendy's Fundraising Story	<u>7</u>
How to reach VIP levels	<u>8</u>
Fundraising on Facebook	<u>9</u>
Wendy's Fundraising Success	<u>10</u>
Sky high fundraising tips	<u>11</u>
NEW Oceans to Outback App	<u>12</u>
Contact and Support	<u>13</u>

Welcome & thank you



Thank you for going further for remote, rural and regional Australians in October.

You've signed up to take on a month-long fitness and fundraising challenge to keep the Flying Doctor flying. Every drop of sweat from your brow, and every km you walk, run or ride will help the Royal Flying Doctor Service to deliver life-saving care across Australia.



Every two minutes, someone needs the Royal Flying Doctor Service.

Your Oceans to Outback fundraising effort will help the Flying Doctor reach more people, when they need it, wherever they are in Australia.

Every dollar you raise will have huge impact:



68

primary health care clinics conducted every day

You'll help power primary health care clinics across Australia, providing medical care, immunisations, health education, mental health and dental healthcare services.



36,951

patients transported by an aeromedical aircraft

That's how many Australians are flown each year by our expert aeromedical teams, with your help.



2,370

medical chests for emergencies

Medical chests are located across rural and remote Australia, supported by 24/7 telehealth services.

Learn more about how you keep the Flying Doctor flying with every kilometre you walk, run or ride by scanning the QR code here >



Teamwork!



Flying solo? Start a team!

It takes teamwork to deliver life-saving care. By working together, our pilots, medical staff, and logistics crew can respond as quickly as possible.

Rally your cycling buddies, gather your running club, or assemble your walking group. Make it a team effort to make the kilometres fly by quickly, and to build bonds through a shared goal with the people you care about.

With teams like yours, the Flying Doctor can go even further.



Start your team

> First – gather your team.

Ask your friends, invite your colleagues, or make it a family activity. You'll finish the month stronger in yourself, and your relationships.

> **There's a tab** on your Oceans to Outback dashboard just for teams. Login to get started.

> **Pick a team name!** And make it one you'll be proud to see flying high on the team leaderboards.

> **Set a fundraising target** – make it realistic, but also ambitious. And don't forget, if you reach your goal, you can always make it bigger!

> As the team captain, it's your job to **recruit team members**. Send your team invite link out to friends, family or colleagues, the sky's the limit!

> **Make a group chat** – yes another one! It can be on Messenger, Slack, Instagram, WhatsApp, or plain old SMS. Just make sure there's somewhere you can check in, and celebrate (or compete with) each other.

> Speaking of competing, have you tried **Race to the Base** yet? Create a 3, 5 or 7-day challenge with one of your teammates and see who comes out on top.

> **Work together** to keep the Flying Doctor flying – what a team!

Meet the people you're helping

You'll keep the Flying Doctor flying – for people like Wendy

Wendy, her mother, and her brother have all needed the Flying Doctor before for medical retrievals. The RFDS has saved the lives of people in her family and her community.

Thanks to good people like you, Wendy also visits the primary health care clinic in Yaraka for doctor consultations. She couldn't be more grateful for your support of the Flying Doctor, and your incredible Oceans to Outback effort.

Thank you.



Fundraising Resources



Land your free fundraising resources

Want to shout about your fundraising but don't know where to start?

Scan the QR code on this page to go to the Oceans to Outback Resources Hub. It's where you'll find posters, social posts, email signatures and more, to add that extra official touch when you're asking people to donate to your fundraiser.

Go further with these handy resources:

> Fundraising posters

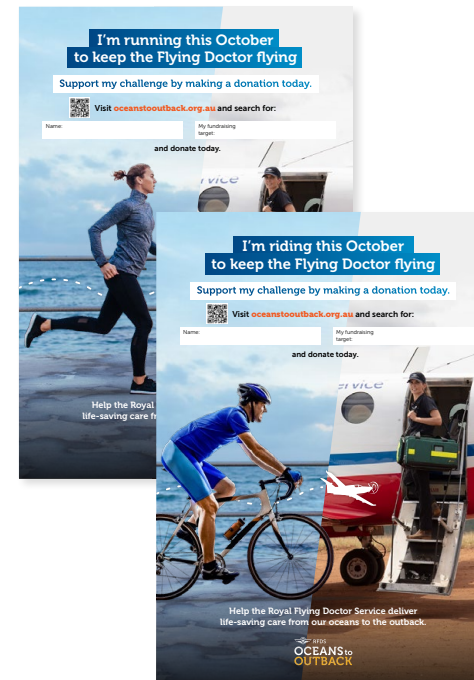
Put these up at your workplace, around your community or in your kids' school to help people understand what you're doing, and how they can support you.

> 'Support my challenge' social posts

Facebook updates, Instagram posts and social stories made easy! No thinking, just posting and raising funds! The only thing to remember is to add your fundraising page link.

> Email signatures

Pop these in your work email signature to share the news of your challenge! And give your colleagues the chance to donate.



Scan here to visit the Resources Hub>



Wendy's Fundraising Story

Wendy is raising with you!



In 2022 and 2023, Wendy walked 193km for Oceans to Outback – and raised an extraordinary \$13,000.

To give her fundraising effort extra cute factor and to help herself stand out, Wendy took her lamb 'Baby Sheep' walking with her in the first year. In the second year, Wendy walked with baby goats!

Not only has she raised an amazing amount of funds for the Flying Doctor, but her baby animals have also become hits on social media.

What's your fundraising niche? Find it and use it to gain extra attention, and raise more funds.





How to reach the VIP tiers

Climb higher. Become an Oceans to Outback VIP.

Join the elite ranks of our VIP clubs with your Oceans to Outback effort. As a high-flying fundraiser, you'll reach the heights of two VIP clubs: **The First Class Response Team (FCRT)** and our new super VIP club: **Flynn's Flyers**.

As you climb the ranks you'll unlock exclusive rewards, including bumper stickers, keyrings, pens and even a medal! The REALLY good stuff comes when you reach the VIP clubs...

First Class Response Team

Raise **\$1,000** and you'll join the First Class Response Team. You'll get all your fundraising rewards, AND an exclusive T-shirt!

Everyone who joins the First Class Response Team will have raised enough to help buy a Vacuum Mattress, a critical device for immobilising patients with severe injuries.

Flynn's Flyers

Raise a life-saving **\$1,500** and you'll join Flynn's Flyers. Named in honour of Rev. John Flynn, the founder of the Royal Flying Doctor Service – this club is reserved for the most prestigious fundraisers. As one of Flynn's Flyers, you'll receive extra rewards, including a special-edition hoodie.



Everyone who joins Flynn's Flyers will have raised enough to help purchase a Neopuff Infant Resuscitator, essential for saving premature babies.



Legends Club

Done Oceans to Outback before? Then you're already in the **Legends Club**! Your continued support is crucial to our service, so we've made this club just for you.

Fundraising on Facebook




Another great place for your Oceans to Outback fundraising is Facebook.

It's extra easy to use, because donations sync to your main fundraising page, and Facebook shares your updates with your friends and family automatically. It means you're working smarter, not harder!

Just a note here that donations won't sync back the other way so your donations from your main page won't show on Facebook – in case you were wondering why they don't match!

How to set-up your Facebook fundraiser:

1. Sign in to your Oceans to Outback dashboard.
2. Click the Create Facebook Fundraiser button. 
3. Follow the prompts to set up your fundraiser.
4. Donate to yourself to get things started.
5. Share your new Facebook fundraiser with your friends and family.

Fundraising is possible now on Instagram too! Create one via the Settings and Activity menu on your profile page. Just a note here that any donations collected on Instagram won't sync with your main fundraising page.

Get started, set-up your Facebook Fundraiser now – post a pic and set-up your page!



People who fundraise on Facebook raise 80% more than the average!

Wendy's Fundraising Success

How Wendy raised more than \$13k by walking

Wendy's approach to fundraising is straightforward. She uses simple templates from the Oceans to Outback Resources Hub and keeps people updated on her journey via social media and emails.

Heaps of people in her community have also relied on the Flying Doctor, so they know why her effort, and the Flying Doctor, are so important.

"I encourage everyone to give Ocean to Outback a go. It's good fun for an incredible cause!"



– Wendy

Sky high fundraising tips



Help your fundraising take off!

Maximise your fundraising efforts with these hot tips:



Share your story:

Personalise your fundraising page by sharing why healthcare for remote, rural and regional Australians matters to you.



Self-donate: Kick-start your fundraiser with your own donation to set the pace.



Ask early: Reach out to friends, family, and anyone you can think of to get your first donations.



Repeat yourself: Keep reminding people why your fundraiser is important. The more you ask, the more donations you'll receive!



Share pics: Post images and videos of your training daily to engage your audience.



Keep your QR code handy:

Keep a pic of the QR code for your fundraising page on your phone for easy sharing in person.



Hold a physical fundraising event: Host an online trivia afternoon, bake sale or office silent auction.



Create fundraisers around your interests: Like cooking, fitness, or sport? You could host a potluck lunch, a Pilates session, or a footy competition in the park...all for a donation of course.



Use pre-written tools:

Get your free templates and resources in the dashboard of your fundraising page, and from the Resource Hub on the website.



Use the App: Track your kilometres and manage your fundraiser easily through the [Oceans to Outback App!](#)

Talk to people like you normally do, whether it's through group chats or over cups of tea with colleagues. Keep asking and sharing to make the most of your fundraising.

NEW Oceans to Outback App

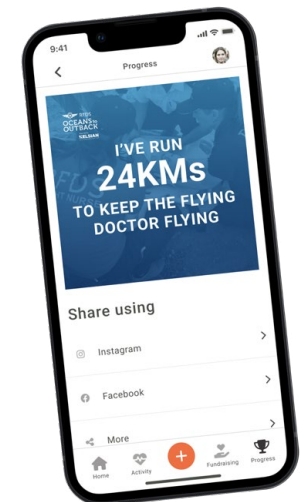
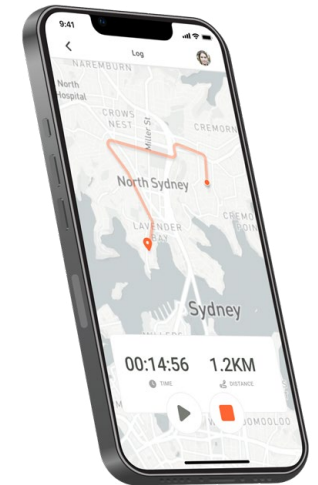


The Oceans to Outback App

Check out our BRAND NEW Oceans to Outback App! It's been specially designed to make your journey smoother and even more enjoyable.

Here's what you can expect:

- > **Track your KMs:** Log your kilometres with ease.
- > **View your progress:** Monitor your fundraising achievements and check your standing on the leaderboards.
- > **Share on socials:** Effortlessly share your fundraising journey and milestones with your friends and family.
- > **Earn badges:** Unlock badges as you hit milestones and complete challenges.
- > **Exclusive content:** Access App-only content that's not available anywhere else.
- > **And much more!** Download the App today to experience additional features that will enhance your fundraising journey.



Coming Soon

Contact & Support



Talk to us!

Want to ask anything at all about your fundraising? [Get in touch by clicking here](#) or sending an email to supporters@oceanstooutback.org.au and we'll get right back to you!

Want to become a Corporate Partner with us for Oceans to Outback 2024? [Click here!](#)

Or check out our FAQs by [clicking here](#).

Thank you so much for fundraising for the Royal Flying Doctor Service by taking on Oceans to Outback.

By keeping the Flying Doctor flying you're ensuring the RFDS can deliver the finest care to the furthest corner of Australia.



Lauren Lynagh
Oceans to Outback
Fundraising Manager



Presented by
KELSIAN
CONNECTING PEOPLE & PLACES