



FUNDRAISING GUIDE

HELP US RAISE
\$1 MILLION



Your support will help us go the distance . . .

From all of us here at **Legs for Legacy**, thank you for going the extra mile and raising funds for our veterans' families. Your show of support will enable the loved ones of those that have given their lives for our country to access the support and services they need to build their best future.

About Legs for Legacy

Legs for Legacy is your way to make the most of The Legacy Centenary Torch Relay 2023. As a Torch Bearer, you will already be an inspiration to thousands across the world as you help carry the flame of Legacy from France to Australia. And by committing to raising funds through **Legs for Legacy**, you will be ensuring that effort makes as much impact as possible by driving even more donations to support our veterans' families.



The aim

Legs for Legacy has an ambitious goal — to raise \$1 million toward the campaign's \$10 million target. Everyone who puts their hands up to #jointhejourney will help continue #Legacy's Legacy for the next 100 years, supporting and empowering more veterans' families to build their best future.

What's involved

You are one of 1,500 Torch Bearers bestowed with the honour of carrying the torch for a dedicated leg in the Legacy Centenary Torch Relay 2023, presented by Defence Health.

We're calling on you to go the extra mile for this worthy cause by asking your friends, family, colleagues and networks to contribute to your journey, all in the name of supporting our veterans' families.

This guide provides tips, ideas, and information on how to get started, including how to set up, promote and manage your Legs for Legacy fundraising efforts.



On your marks, get set, go!



1. Update your profile

- Thank you for **creating your online profile at legsforlegacy.com.au** to confirm your participation as a Torch Bearer in the Legacy Centenary Relay 2023, presented by Defence Health.
- As a **fundraiser**, we need just a few more details, so head back into your profile to share your connection to Legacy, why you were chosen to be a Torch Bearer and what this honour means to you. Don't forget to update your fundraising goal to inspire people to donate to you.
- **Once your profile is ready to go**, share a link with friends, family, colleagues and anyone who you think would be willing to support you. You might like to share a public post on social media, send an email, or even setup a

WhatsApp group so that everyone can follow your journey. Talk to your supporters and keep them updated with how you are tracking and what you want to achieve.



2. Get moving on social media

After you've shared your profile, think about how you can keep your followers updated and inspired throughout the fundraising period via social media.



3. Do you prefer Facebook, Instagram, or LinkedIn?

Accompany your image or video updates with a brief caption covering the important cause you are supporting and where their money will go.

Don't forget to include your fundraising tally in each one so your followers can track their impact and be part of your journey.

We've made it easy to get started. You can download our email and social post templates [here](#) and adapt them as you need, or write a few posts of your own.



4. Take the lead by making a self-donation

Lead by example and make a generous donation of \$50 or \$100 to your own profile to set the bar for your supporters. It's been shown time and time again that the higher the first donation, the higher the average donation will be.

Go on, **#givenow**.

Meet the other Torch Bearers

Be sure to join [The Legacy Centenary Torch Relay Torch Bearers Group](#) — a private Facebook group for you and your fellow Torch Bearers where you can keep up to date with all that is happening throughout the event.

We have also created an **FAQ section** at legsforlegacy.com.au to cover all the queries you might have in the lead-up to your fundraising kick-off. Please refer [here](#) for the answers to any lingering questions you have.

Best of luck!

We will be cheering you on the whole way, sending you updates and incentives to make this journey the most inspiring and rewarding one of your life.

With your support and that of your networks, together we can ensure that Legacy continues to support and empower our veterans' families for the next 100 years and beyond.

Thank you for helping Legacy #fueltheflame.

The Legacy Centenary Torch Relay Team

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