

When Fundraising Events Help to Heal Hearts

COMMUNITY & EVENTS TRACK

Sarah Wiley

Motor Neurone Disease WA



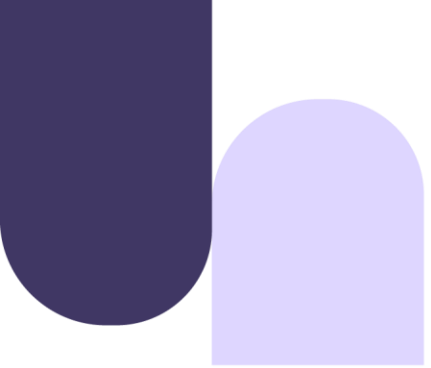
Community & Events Track
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When Fundraising Events Help to Heal Hearts

The power of fundraising events reaches far beyond just the immediate fundraising and awareness raised. Fundraising events can be a cathartic experience for people on a disease journey, in many cases leading to greater involvement with your organisation well into the future.



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Key Takeaways

Creating Meaningful Experiences
Building Community
Empowerment and Hope
=
Long-term Engagement

*Short-term Success Measures



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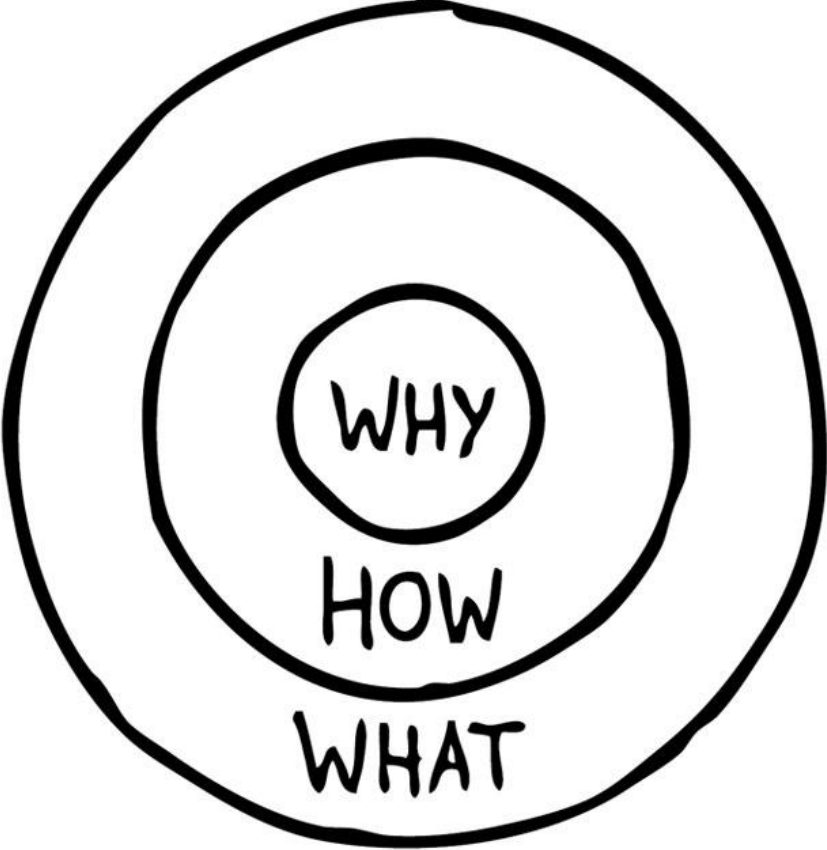
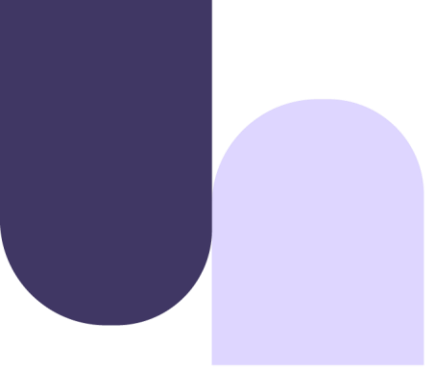
pas·sion

noun — /'paSHən/

Something you enjoy, and you will never get tired of doing it. Follow your passion, and success will come.







**Allow your passion to
become your purpose,
and it will one day
become your profession.**

GABRIELLE BERNSTEIN

**Uncertainty &
Fear**

**Gratitude &
Appreciation**

**Empathy &
Compassion**

**Acceptance
& Peace**

Isolation

**Helplessness
& Frustration**

**Empowerment
& Resilience**

**Sadness
& Grief**

Hope

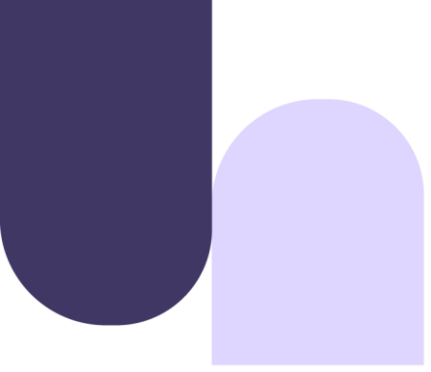


participation offers cause help
offer psychological connect awareness hope
fundraising adversity well-being sense
others events disease making journeys
actively stories act
experiences cathartic similar emotional supporting people
create distress giving purpose share affected
community positively impacting solidarity often challenges
collective challenging facing empowerment contribute difference
control fostering feeling

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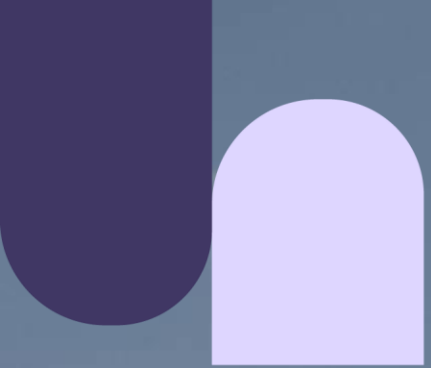
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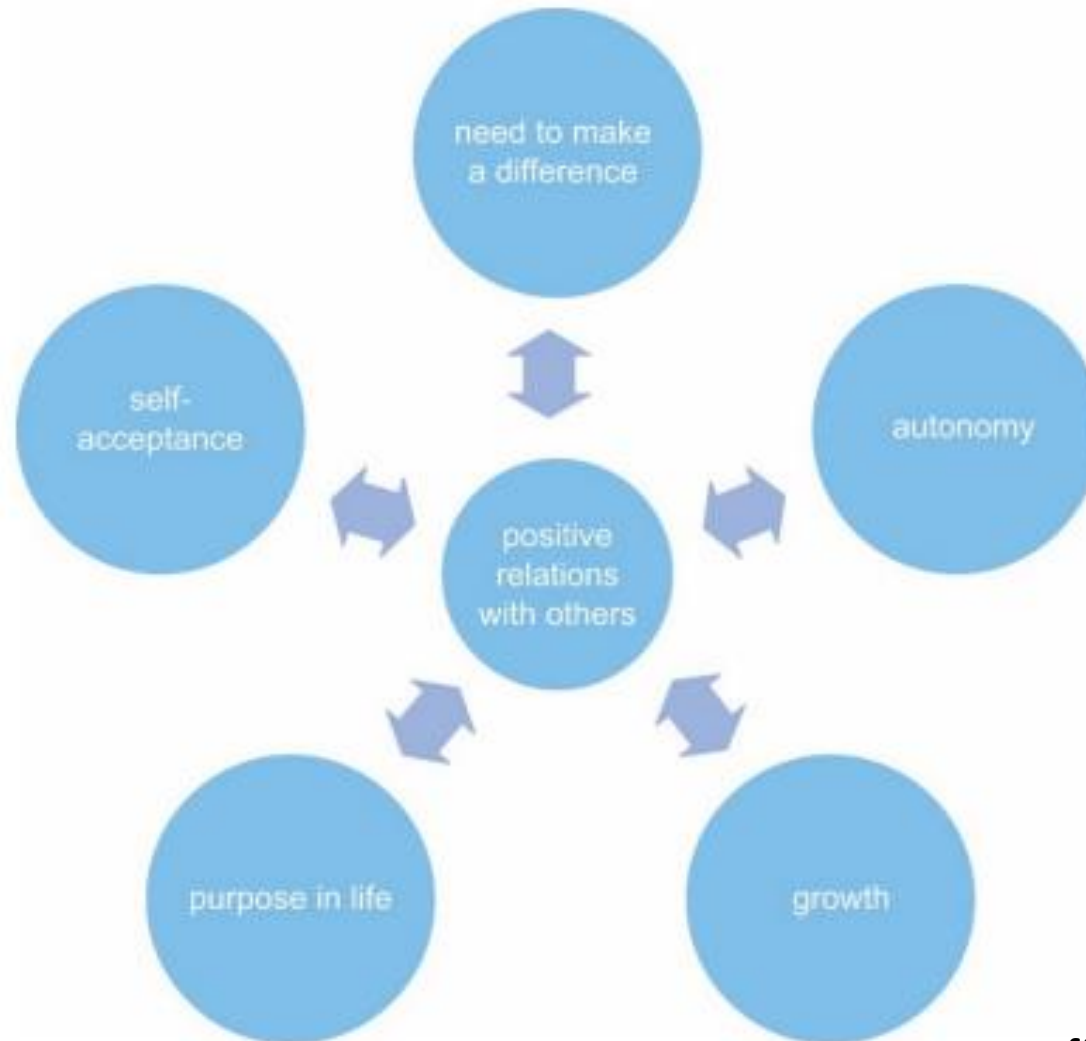






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Interaction of Fundamental Human Needs



EMOTIONAL CONTAGION



EMOTIONAL CONTAGION IS THE PHENOMENON OF HAVING ONE PERSON'S EMOTIONS AND RELATED BEHAVIORS DIRECTLY TRIGGER SIMILAR EMOTIONS AND BEHAVIORS IN OTHER PEOPLE.

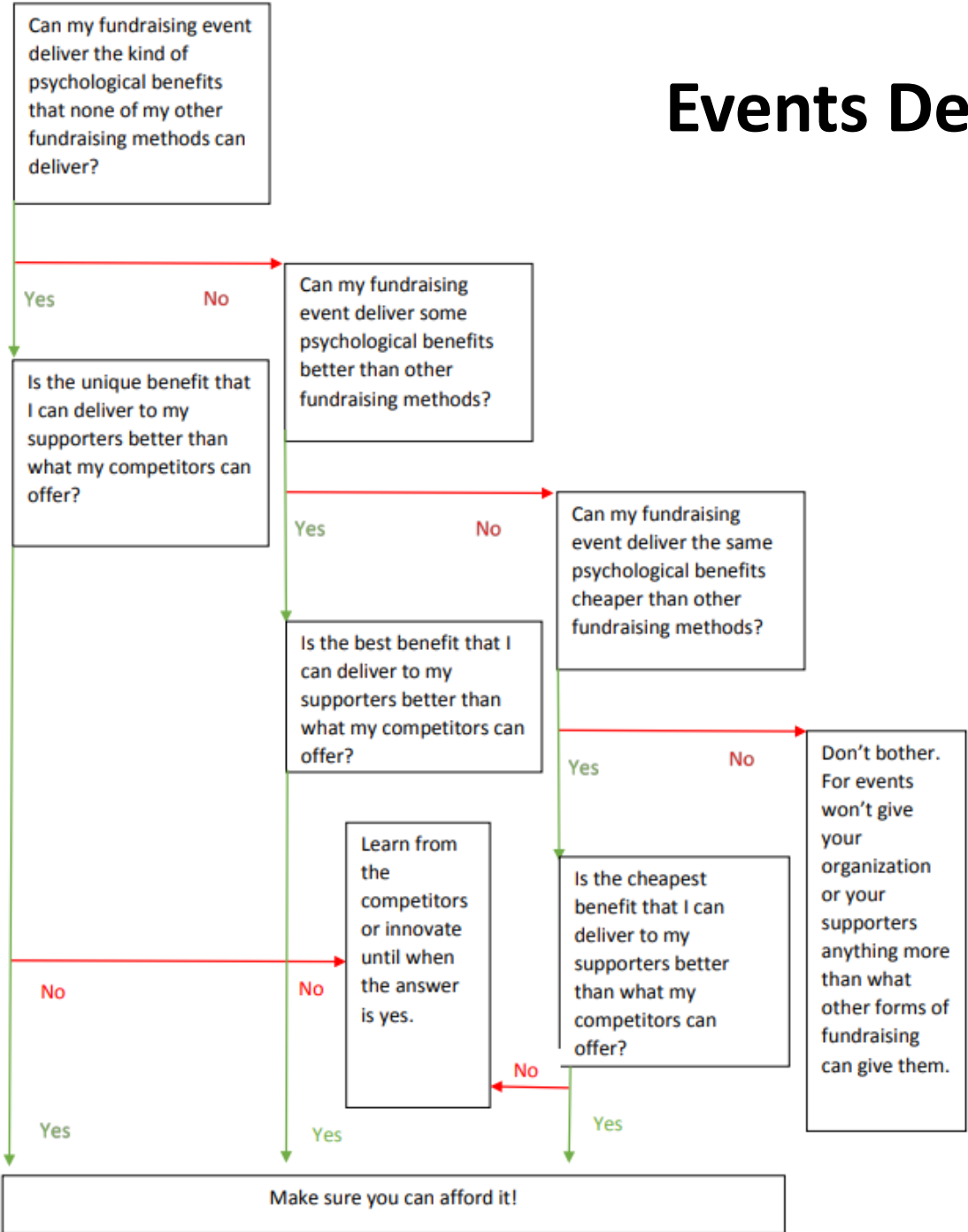
A clapperboard with a black and white striped top bar is positioned vertically. The text 'Story Telling' is written in white cursive on the black board. Below the title, there are two lines of text: 'DIRECTOR : ' and 'CAMERA : ', both followed by blank space. The clapperboard is placed on top of an open book with yellowed pages. A pair of brown-rimmed glasses is resting on the book's pages. The background is a blurred bookshelf filled with books.

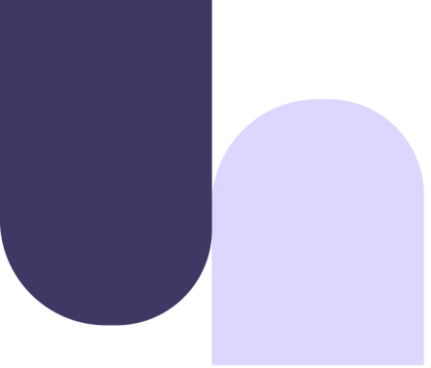
Story Telling

DIRECTOR :

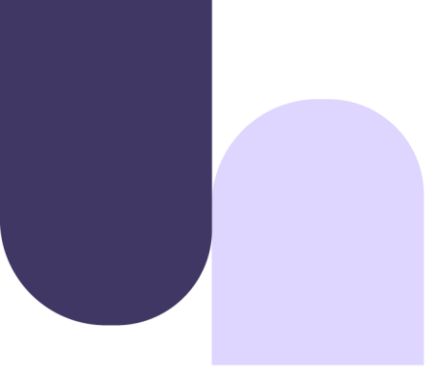
CAMERA :

Events Decision Tree



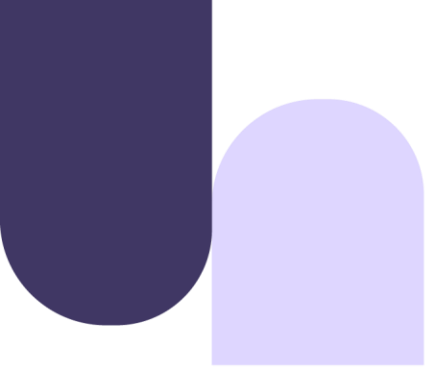


“Lifetime giving is increased by a minimum of 10% on average and that the likelihood of someone considering leaving a bequest is doubled or tripled.”



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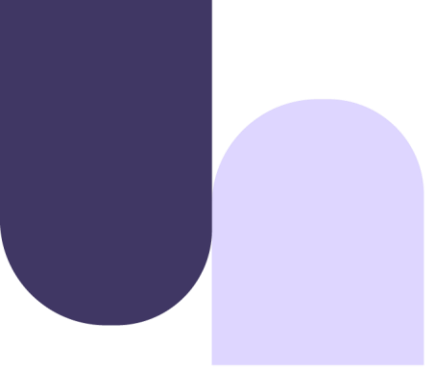


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The Power of Community







Text Message
Today 9:55 AM

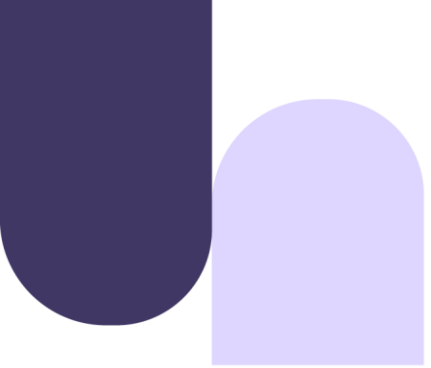
Hi Lauren, your blood donation is already at work! Your blood has gone on to save lives at Fiona Stanley Hospital, WA today.



| Text Message

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Text Message
Today 9:55 AM

Hi Sarah, because of you, June and her family are attending a counselling appointment today following her recent diagnosis of Motor Neurone Disease.



|Text Message

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**I WANT
YOU!**



**Tell me your transformative event
stories...**



Key Takeaways

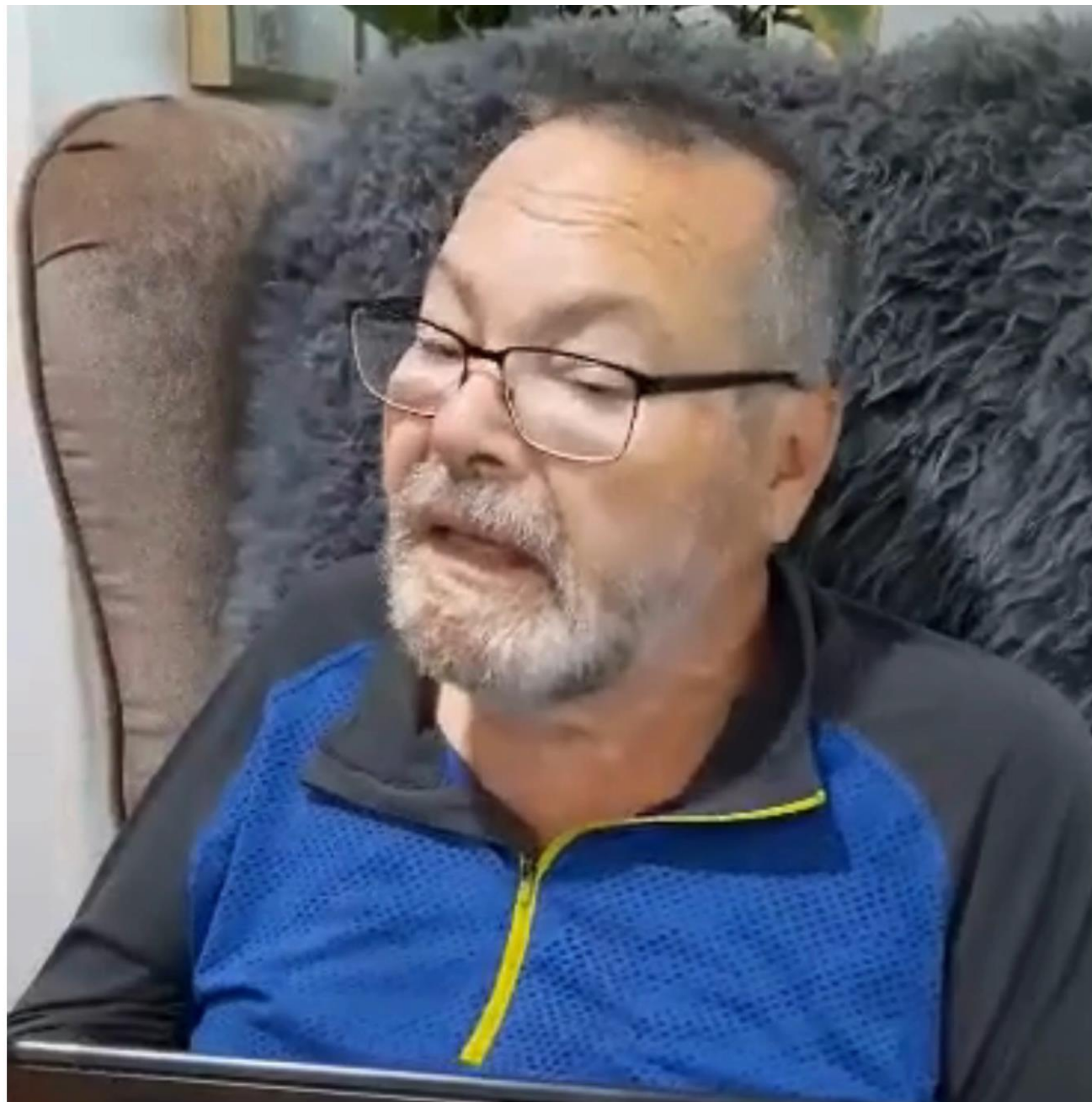
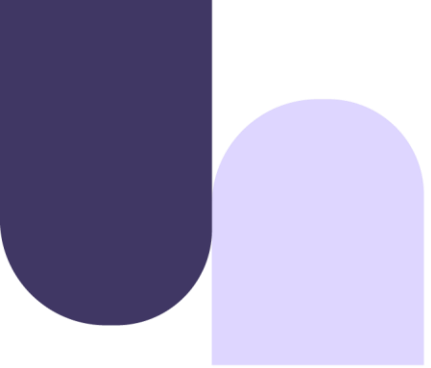
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Thank you



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