

CEO Clean-Up - Fundraising Ideas

Now that you or your leader has signed up to participate in the Take 3 CEO Clean-Up, it's time to fundraise!

We encourage CEOs to fundraise a minimum of \$1000.




All funds raised will help Take 3 educate people on the impacts of plastic pollution through school education, community clean-ups and international campaigns.

Raised funds will be allocated toward achieving our 2025 strategic goals:

- Remove 50 million pieces of rubbish from the environment
- Educate 3 million students on the impacts of plastic pollution
- Reach 30 million people worldwide with our message

2021 TOP FUNDRAISERS

Once you begin fundraising, you'll feature on the CEO Leaderboard to see how you're performing against other organisations and CEOs!

# 1	 LANCE-WILLIAMS Zoetis Australia Senior Vice President	Raised so far: \$5190.00
# 2	 ANTONY-WILSON TAL AUSTRALIA General Manager	Raised so far: \$4683.00
# 3	 SANDRINA-POSTORINO Landlords Choice Managing Director	Raised so far: \$2946.00

Fundraising ideas

Donate your coffee day or week: Designate a day or week to be 'Donate Your Coffee Day/Week' and have staff donate the money they would've spent on their morning take-away coffee to your fundraising campaign.

Recycle drive: For one week (or longer!) get staff to collect all of their bottles and cans to recycle, take them to their closest Return-And-Earn outlet, and then have your company or staff members match how much is raised.

Steps challenge: Challenge colleagues/employees to make a donation and then walk 3000 steps during a morning break and to Take 3 for the Sea during this walk. Remember to 'Pick it up. Snap it. Share it' with the hashtag #Take3CEOCleanUp.

Working from home fundraising ideas

Pyjama Zoom Meeting: Designate a meeting where everyone makes a donation to wear their pyjamas

Happy Hour: Organise for a Friday afternoon happy hour via zoom, where everyone makes a donation to join from 4-5pm for cocktail or mocktails and a social call together. You could make it themed for everyone to dress up, eg. Abba, 80s Disco, Hawaiian Shirt/Dress, Fav NRL team colours etc.

'Challenge your CEO' Ideas

Reach a target and dress up!: Challenge your team to collectively reach fundraising targets in a set time and in return being able to challenge their CEO to do something...Eg.

- Raise \$500 and the CEO will wear a tutu/funny dress up during their clean up on CEO Clean-Up Week (15-21 Nov)
- Raise \$1000 and the CEO will sing a song while participating in Clean-Up Week or Taking 3 for the Sea and upload it to social media (remember to always add the hashtag #Take3CEOCleanUp)
- Raise \$3000 and the CEO will shout lunch (either in the office, a covid-19 safe picnic, or uber eats vouchers for staff!)
- Or, YOU can make up your own targets and challenges too.

CEO Match Challenge: Challenge your team to raise as much as they can on one day, and the company will match it!