

## Take 3 CEO Virtual 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!

While there is no expectation to raise a specific amount of money per organisation, whatever your team can contribute will help Take 3 achieve its goal to raise \$100,000 from the Take 3 CEO Clean-up!

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

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

---

### 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!