

# Good Bitches Baking & The Good Registry



## BIRTHDAY PLEDGE

**Thank you so much for pledging your birthday to fundraise for Good Bitches Baking.**

We're only able to do what we do with the support of good people like you!

By choosing to pledge your birthday to support our work, you're telling your family and friends that although you appreciate gifts, you would like them to donate to a cause close to your heart this year; and together you're helping to reduce consumption and waste, and to do good instead.

We've put together this document to make it as easy as possible for you to set up your birthday registry, promote it, and show the love to your donors.



### HOW PLEDGING YOUR BIRTHDAY WITH THE GOOD REGISTRY WORKS

The Good Registry makes it simple to avoid gifts that you don't want or need for your birthday and help NZ charities like ours instead – so it's good for the planet and for good causes.

Simply create an online registry, choose your favourite charity, and give friends and family a unique link so they can donate money and leave birthday messages, instead of buying physical gifts.

You'll receive emails when people leave birthday messages on your registry page and you'll be able to see how much has been collectively donated (but not individual donation amounts).

The Good Registry will issue donation receipts to everyone who gifts, and they'll arrange the payment to us once your registry closes. If you want to read more about how it all works, you can have a look at their FAQ page ([thegoodregistry.com/pages/faqs](https://thegoodregistry.com/pages/faqs)).

### HOW TO SET UP YOUR BIRTHDAY PLEDGE

We recommend setting up your fundraiser a month before your birthday, to give your friends and family enough time to make donations — and before they buy unnecessary gifts!

- 1. Sign up to create a new registry through The Good Registry**  
(Click the red sign up button at the top right of the web-page)
- 2. Confirm your registration via the email confirmation in your Inbox**
- 3. Once you've signed in, you are able to create a new registry**
  - Click "Create New Registry" and search for "Good Bitches Baking" as the charity to donate to.
  - Create an event title and description.
  - In your description, talk about WHY you decided to give instead of receive for your birthday. e.g. you could share the impact our charity has had on you or on the things you care about, or why you don't want or need more 'stuff'.
  - Consider suggesting a fundraising target! You might want to find 10 donors, or you might want to raise \$250. Be realistic 😊
  - Include some info about Good Bitches Baking in your event description, so people know the impact their donations will have. Here's a description you could use:

*Good Bitches Baking is a network of people who want to show kindness to those in their communities who are having a tough time. We do this by baking them a delicious treat. There are too many people out there having a tough time: families with children in hospital; those using food banks and soup kitchens; residents in hospice and their loved ones; women and children fleeing domestic violence. We hope to give them just a moment of sweetness in their time of crisis. People tell us that knowing someone cared enough to make them a treat helped them through the toughest of days.*

## HOW TO PROMOTE YOUR BIRTHDAY PLEDGE

## THANK YOU!

Thank you so much for helping Good Bitches Baking

If you have any questions, please don't hesitate to contact us [hq@gbb.org.nz](mailto:hq@gbb.org.nz)

and

**WE WISH YOU A VERY HAPPY BIRTHDAY!**



- You could inspire givers by suggesting donation amounts matched to your age, or to the value of gifts or birthday experiences that they might otherwise have given, e.g:
  - \$x for x years on the planet
  - \$5 for a coffee/tea
  - \$10 for a trip to the movies
  - \$15 for a pair of socks
  - \$30 for a book
  - \$60 for dinner & drinks
  - Be creative and make it personal to you!
  - Upload your favourite picture of yourself
  - Publish your page, then check your email to find the link to your event to start promoting to your friends and family

Here are some ideas for promoting your birthday fundraiser. The list is based on ideas that have worked for others, but the best idea is always to just do what feels right for you!

### 1. If you use Facebook, create a Facebook Event

About a month before your birthday, upload your event photo from The Good Registry as the cover photo, choose your birthday as the event date, load the description from your registry into the event description + the link to your fundraiser, and invite your friends and family.

- Every 4-5 days, post a reminder or an update in the event (e.g. thank the first givers, and give updates on how much you've raised and the difference that it will make). Speak from your heart. Encourage and inspire them. Remind them why you've chosen to give rather than receive. Remember that no donation is too small...many small donations add up to a big donation.
- Always share the link to your fundraiser for people to donate to.

### 2. Share on any other social media that you use too

Instagram/Instagram Stories, LinkedIn, Twitter, and WhatsApp. Post about once a week to remind your friends and family to donate and include the link to your fundraiser. Add your fundraiser link to your Instagram bio!

- Create "shout-out" posts on your social media (and in your event) for your donors, tagging them and thanking them as they donate. Make your supporters feel special for supporting you (and us!) in doing good.

### 3. Send direct messages/emails to your nearest and dearest

Let them know that this year you have pledged your birthday to charity and encourage them to donate instead of buying you gifts. Remember to include the link to your fundraiser.

### 4. If you work

- Send an email with the details and a link to the fundraiser to your work colleagues and ask them to make a small koha. We encourage you to do this at the start of your fundraiser, and a few days before it closes.
- Ask if your employer could make a contribution. Some employers may want to match dollar for dollar donations. e.g. If you raise \$100, they will donate \$100.
- If you have an intranet, put up a blurb, photo/video and the link to your fundraiser to send out company wide.

### 5. If you study

- Share the fundraiser details and link in any closed Facebook groups you are part of for your papers
- Share the fundraiser details and link with any teachers, professors, or tutors you are connected with
- Ask if you can speak at the beginning of your class/es to share your fundraiser, and how people can donate. (It's handy to have the link in your Instagram bio for this!)
- Ask the teacher/tutor to send out an email to the students with the details.

### 4. How to show love to your donors

After your birthday fundraiser has finished, put up a post on your social media channels, at work, at study, anywhere you promoted your fundraiser and share:

- A thank you message;
- The total amount raised;
- The number of donors who contributed;
- You could also tag or name your donors;
- And most importantly, how it feels to have given your birthday to your favourite charity :)
- You may also wish to send a direct message to your donors and personally acknowledge and thank them.