

## Stop Ocean Plastic Pollution Fundraiser: Setup Guide

Over 5.25 trillion pieces of rubbish pollute the world's oceans. Every year another 8 million metric tonnes of plastic enters the ocean. If we don't change our ways, scientists predict there will be more plastic in the ocean than fish by 2050. You can help us stop this tragic prediction from becoming a reality.

AVEDA are mobilising teams, salons and partners to help Clean up our Oceans with a goal to raise \$100,000, which will help Take 3 remove 1.5 million pieces of rubbish from the environment.

### How do I start my fundraiser?

#### CREATE A FUNDRAISER FOR YOUR SALON

Choose this option if you would like to create one fundraiser for your whole salon.

- 1 [Head to the Take 3 Fundraise page here](#), and click the 'Start a fundraiser' button.

Start a fundraiser

- 2 Choose 'Fundraise as: Company'. In the 'Company name' section put the name of your salon, fill out the rest of the details, and hit save. If you would like your staff to be able to create sub-fundraisers, make sure to enable Peer to Peer fundraising. *Note: this only needs to be completed once per salon.*

Company

- 3 To find your salon's fundraising page, [head here](#), and find the page under the 'Community fundraisers' section.
- 4 **To share your salon's fundraiser:** click on your fundraising page, and either share this page's URL, or scroll down and click the 'Share' button for direct sharing to social media.

#### CREATE AN INDIVIDUAL FUNDRAISER

Choose this option if you would like to create your own individual fundraiser.

- 1 To create a **sub-fundraiser that contributes to your salon's total:** First, find your salon's fundraising page by [heading here](#) and looking under 'Community fundraisers'.

- 2 Click on your salon's fundraiser, and on this page you'll see options to 'Donate' and 'Fundraise'. Hit 'Fundraise', fill out the details, and hit 'Save'.

Fundraise

- 3 To create your own fundraiser not linked to your salon: [Head to the Take 3 Fundraise page here](#), and click the 'Start a fundraiser' button, and follow all the prompts to fundraise as 'Individual'.
- 4 **To share your personal fundraiser:** [find it on this page](#) under 'Community fundraisers'. Click on your page, and either share this page's URL, or scroll down and click the 'Share' button for direct sharing to social media.

## How do I edit my fundraiser?

Take 3 For the Sea is using Benajo's fundraising technology, so if you'd like to edit your campaign down the track you can do so by creating a free account with Benajo. To do so, just head to <https://hub.benojo.com/>, sign up using the email address you used to create your fundraiser, and verify your email address.

### If you've set up a salon fundraiser:

You'll see a section in the sidebar with your salon's name. In 'Account' you'll see options to manage your campaign and edit any details if you need. You'll also be able to keep track of any sub-fundraisers for your salon's fundraiser here.

### If you've set up a personal fundraiser:

You'll see a section in the sidebar called 'Personal'. In 'My Account' you'll see options to manage your campaign and edit any details if you need.

## Next steps

The Stop Ocean Plastic Pollution campaign is made up of fundraising and a cleanup event.

Fundraising will run from December 9th to April 30th.

Use the instructions above to create your pages and get started fundraising in your community!

**Once you've got your fundraiser set up, it's time to get registered for your cleanup event.**

Cleanup events will run across multiple locations nationally on March 7th.

You will have up until the event date to register, and until January 15 to order merchandise.

[Head here to find your closest clean up event, register and order merchandise.](#)

To find events easily on this page, follow this link and click the 'Ticket' toggle button.

## Need a hand?

### For AVEDA-related questions

Contact: Lauren Mcclenahan  
Marketing & Communications Manager  
Phone: 0408 431 372  
Email: [lmcclenahan@aveda.com.au](mailto:lmcclenahan@aveda.com.au)

### For Take 3-related questions

Contact: Jenny-Lee Shcharnboeck  
Head of Partnerships  
Phone: 0412 600 492  
Email: [Jenny-Lee@take3.org](mailto:Jenny-Lee@take3.org)

### For technology-related questions:

Contact: Benajo Support Team  
Phone: 1300 656 236  
Email: [support@benajo.com](mailto:support@benajo.com)

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