

# FUNDRAISING TIPS

## SETTING UP YOUR PROFILE:

### SET A SMART FUNDRAISING GOAL.

Our fundraising goals are specific, measurable, and attainable. Displaying your goal will allow people to track your progress, and allow donors to see how much their donation helped you toward reaching your goal. If you're about to reach your goal far ahead of the deadline, you can try increasing it to inspire other people to donate.

### A STRONG NAME GOES A LONG WAY.

Grab attention from the second someone lands on your fundraising page. Try choosing a page name for your fundraiser that includes call to action words such as "Please Help," "We are doing this for," or "We Are Bigger Together." Convey the need the campaign will support.

### USE PHOTOS AND VIDEOS.

Photos and videos are great for connecting with people. Sharing photos and videos related to your fundraiser gives people a way of visually connecting with the cause and will help increase the amount of donations you receive.

### MAKE THE FIRST DONATION.

Start your fundraiser by donating yourself! This sets the tone and creates momentum for future donations.

## READY, SET, GO!

### IT ALL STARTS WITH THE ASK.

Very likely, the people close to you will be eager to help if they know how important the cause is to you. Send a personal email, text, direct message, etc. to your friends and family. Mention your participation at your next family Skype call, or virtual staff meeting.

### SHARE ON SOCIAL MEDIA.

Sharing posts on social media is a fantastic way to bring attention to your fundraiser. Social media can be used to share updates, photos, and both the short term and long-term outcomes of your fundraiser. Connect with your network by sharing your inspiring, personal stories that are related to the cause.

### DON'T FORGET ABOUT EMAIL.

Email is a great way to send personalized messages to those who have personal connections to your fundraiser (and those who do not use social media).

### DO ONE FINAL PUSH.

A final call for donations on the day before and the final day of the fundraising event can really move the needle. Once your friends and family see how close you are to reaching your fundraising goal, they'll want to help you get past that finish line even if it means making a second donation.

## EASY WORK FUNDRAISERS

- Ask your employer to **match your team's fundraising** or to **pledge your team** (we'll provide the tax receipt).
- **Provide a prize to the top fundraiser on your team** like a paid day off, lunch with the boss, or a gift card – be creative.
- Tell us about your fundraising activities so we can help you promote them!
- Host a potluck, lunch, or breakfast for your office.
- Set up some competition by **challenging another business**
- Have a **bake off or bake sale**
- **Clean out the corporate closet** – sell excess inventory & unused items
- **Auction or raffle work perks** like a paid day off, job switch opportunity, prime parking spots, company items....
- Set up an **Eco fine jar** – employees pay between \$1 and \$5 for lapses like leaving lights on, etc.
- Hold a **guess the number of jelly beans/candy in the jar contest**
- Ask people to give you a **\$20 donation to celebrate 2021**.
- Put a **piggy bank for loose change** at your front desk.
- **Sell Candy grams** for Valentine's Day
- Donate **Casual Day funds** to your team

## HOW TO RAISE \$100 IN 5 DAYS!

Day 1	Put in your own \$20	\$20
Day 2	Ask 3 family members for \$10	\$30
Day 3	Ask 3 friends for \$10	\$30
Day 4	Ask 2 neighbours for \$5	\$10
Day 5	Ask 2 co-workers for \$5	\$10
<b>Total</b>		<b>\$100</b>