



FUNDRAISING TIPS

- Register online for access to all the online fundraising tools
- Start early
- Set a goal and make a plan to reach it
- Confirm deadlines for rewards so you don't miss out
- Ease into it with simple requests to close friends and family
- Let everyone know what you're doing and why
- Include everyone on your list of people to ask – let them decide
- Let everyone know what your fundraising goal is
- Customize your emails (e.g., include a personal story)
- Set an email schedule and stick to it
- Keep it fun and light
- Use social media to your advantage
- Be specific – give a suggested amount when you ask
- Give a deadline to add urgency
- Don't be afraid to follow up – some people need a reminder
- Exchange donations with a friend (counts towards rewards!)
- Don't forget to say thank you
- Get creative and have fun!

Example of a Goal and Plan that Works

Goal to raise \$200:

Ask 5 relatives for \$25 each =	\$125
Ask 3 friends for \$20 each =	\$60
Ask 1 co-worker or neighbour for \$15* =	\$15
Total =	\$200

**Note: only donations of \$20 or more are eligible for tax receipts*

Example of an Email Schedule

1. **September 24:** announce participation and ask for support
2. **October 11:** ask for donations – be specific
3. **November 1:** update (total raised, countdown to event day, etc.)
4. **November 15:** last chance!



Giant List of Fundraising Ideas

Easy Ask

- Social media ask (facebook/twitter/instagram)
- Emails (use your online fundraising hub)
- Ask family (parents, siblings, grandparents, etc.)
- Ask your boss/ teacher
- Ask someone that you have donated to before
- Ask friends, acquaintances, neighbours
- Birthday pledge – ask for donations as gifts (e.g., \$30 for your 30th birthday)

Minimal Effort

- Donation jar on your desk
- Guess the amount jars
- Corporate matching gifts (check with your employer)
- Offer rewards for donations of a certain amount (e.g., get a coffee for a \$25 donation)

Services

- Do odd jobs for donations (shovel driveways, walk dogs, etc.)
- Services auction (auction off professional services: taxes, house cleaning, tutoring, esthetics, etc.)
- Coffee morning (e.g., bring the coffee and donuts for a set donation)

Sales

- Sell something you make (homemade cards, knitted hats, etc.)
- Create and sell calendar/cookbook/etc.
- Lemonade stand (or coffee, or smoothies, etc.)
- Used book sale
- Coupon grab bag sale
- Popcorn sale
- Tuck shop
- Pancake breakfast

Challenges

- Give up (chocolate) one day for every \$(100) you raise
- Pie in the face
- Donations for physical feats (stand on my head for 5 minutes for a \$20 donation)
- Set mini-goals (at \$300 I will wear a superhero costume for a day)

Games/Contests

- Hold a competition with the losing side giving a donation of a certain amount (cook-off, mini-golf competition, etc.)
- Team Scavenger hunt/Amazing Race/Treasure hunt (option to donate for first clue)
- Euchre Tournament (or any game)
- Trivia night
- Bingo
- Who's that baby photo contest

Events

- Host a theme night with donation to attend
- Balloon pop (get prizes and put into balloons, sell balloons for \$1 each - works best if prize value more than \$1)
- Cook-off (chili, banana bread, cupcakes, etc.; donate to vote)
- Value Village clothing drive (valuevillage.com)
- Can/Bottle drive