



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

GoodLife Associates — please review the [Guidelines for Holding other Fundraisers](#) before planning any activities

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.

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