



## Fundraising Tips!

**Remember:** One of the main reasons people do not get involved is because they were never personally asked!

### Top Reasons for Fundraising Online

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1. You can ask people worldwide to pledge for you
2. You can customize your personal or team pages by adding a photo, story and graph representing your 2010 Heel 'n' Wheel-a-Thon goal
3. You can Import Web email contacts to your E-pledge profile
4. Track who has sponsored you
5. You can link your e-pledge to Social Media Networks (Facebook) to allow your friends to pledge online
6. You can keep a Journal of your training and success as you prepare to take part in the Heel'n'Wheel-a-Thon
7. You can add off line donations to your E-pledge
8. E-receipts will automatically be issued for any on-line donation
9. You can track your goals, pledges and performance
10. You can find or join a team
11. You can review your previous years results and achievements

### Where to find potential donors?

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• Neighbours (people in your building)	• Co-workers
• Friends	• Family
• Local health care professionals	• The parent(s) of your child's friend
• Colleagues in business or professional organizations	• Other guests at any conferences/events you attend
• Others in church or religious groups	• Others in your parents' group
• Members of your local library	• Senior citizens in your area
• New residents in your area (can also get in touch with them through Welcome Wagon)	• Scouts and leaders in the troop your child belongs to
• Students at community colleges, universities in your area	• Members or guests at community centres in your area
• Members in the union you belong to	• Staff at your doctor's office
• Members of your local Chambers of Commerce/Boards of Trade	• Register to set up a table at your local shopping mall

# Fundraising Tips!

## Tips on how to fundraise

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This section provides you with tried and true tips and tools to help you achieve your fundraising goals.

### 1. Set a goal

Commit to a high goal, such as \$1,000 in order to achieve Top Pledge Earner status and take advantage of the great prizes and contests. Making donors aware of a high goal lets them know that you are committed. Some of our Top Pledge Earners have found that longtime donors gave more when they knew they had a high goal.

### 2. Fundraise online

There are great benefits of registering on E-Pledge and opens the door to a well-rounded fundraising approach. Through E-Pledge, you can send out friendly emails, keep donors up to date on your HNW journey, and allow others from anywhere in the world to pledge online. Donors receive automatic 'thank-you' responses and tax receipts, while you receive instant email notification of donations. You can also set up your own team and choose your prize online, among other benefits.

### 3. Make a personal pledge first

Make your first pledge yourself, and make it as significant as you can. When donors see your name and a contribution, they will see how serious you are, and donate accordingly.

### 4. Tell your story

Tell your personal story which explains why you are raising money for CCFC. The story may contain information about how this disease has affected you and what finding the cure means to you, your family and the over 200,000 Canadians living with IBD.

You can tell your story on your personal page on E-Pledge and in person when asking for pledges. The most compelling web pages contain touching, personal stories. People who hear or read the story will feel more compelled to donate. They will also be more likely to ask others they know to donate.



### 5. Ask! Ask! Ask!

Ask as many people as you can: the accountant, banker, pharmacist, dentist, doctor, lawyer, personal trainer, hairstylist, florist, the owner of your favourite restaurant, etc. The more people you ask, the more you will collect.

Promote the event everywhere and consider everyone a potential donor. Sign up online and/or to keep a copy of the pledge form with you at all times. You never know when a pledging opportunity will arise!

### 6. Ask for a specific amount

Be specific about donation amounts. For returning donors, tell them what they donated last year and ask them to beat it this year.

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## 7. Start Early

The sooner you start collecting donations the better. For personal or professional reasons, people may not always be available at the last minute to sponsor you.

## 8. Be optimistic

Excitement is highly contagious and it's important for potential donors to know and feel how enthusiastic the participant is about the event, their donation, and their part in the mission to find the cure!

## 9. Add personal fundraising links to email signature

You can receive unexpected donations when adding a URL to your personal fundraising page.

## 10. Enquire about matching gifts

Contact your Human Resources department to find out if your company has a corporate matching gift program. If they do, you can obtain and complete a form and turn it in with your pledges – it's an easy way to double your total.

As well, you can encourage donors to ask their companies for matching gift forms; many donors are not aware this is an option. Often, even if a company does not have a matching gifts program, they will support your efforts financially.

## 11. Get Creative

Fundraising is more than simply asking for a donation. It's a chance to get creative and engage friends, family and colleagues. Here are some ways to fundraise creatively:

- Hold garage sales / bake sales / bbq at home
- In lieu of a special occasion gift, ask for a donation
- Hold a raffle for the potential prize, to donors who donate a specified amount or more (for example, any sponsor who donates \$50 or more is eligible to win your HNW prize)
- Organize a neighborhood car wash
- Get donations in exchange for services – baby sitting, shoveling, lawn work, etc.

## 12. Stay Motivated

You don't have to be afraid to take no for an answer from people. People often donate to many causes and may not find it possible to donate to everyone who asks. Don't be offended if people say no.

## 13. Stay in touch / Thank donors

Try to keep in touch with your donors. For example:

- Send update emails to the list of contacts updating them on their progress.
- You can also send personalized thank you messages as soon as you receive notification of the contribution.
- Be positive and appreciative in letters/emails.
- Thank everyone after the event and include a grand tally of the contributions received as well as the total collected for the entire walk.

## 14. HAVE FUN!

Remember, you are making a difference in the lives of people living with IBD. Thank you!



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## How to become a Top Pledge Earner in ten days:

<b>Day 1</b>	Sponsor yourself \$50:	<b>\$50</b>
<b>Day 2</b>	Ask two family members to sponsor you \$50:	<b>\$150</b>
<b>Day 3</b>	Ask five friends to contribute \$25:	<b>\$275</b>
<b>Day 4</b>	Ask five co-workers to contribute \$25:	<b>\$400</b>
<b>Day 5</b>	Ask five neighbours to contribute \$25:	<b>\$525</b>
<b>Day 6</b>	Ask five people from your social or sports group to contribute \$25:	<b>\$650</b>
<b>Day 7</b>	Ask company to match you and your co-workers contribution \$175:	<b>\$825</b>
<b>Day 8</b>	Ask five local merchants to sponsor you \$25:	<b>\$950</b>
<b>Day 9</b>	Ask a business you frequent (doctor, dentist, health club) for \$50:	<b>\$1,000</b>
<b>Day 10</b>	Thank everyone who supported you by sending out thank you e-mails, letters, or cards.	