

# FUNDRAISING TIPS

- Start early
- Set a goal and make a plan to reach it
- Confirm deadlines for incentives 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 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
- Make it easy by including a link to your fundraising page
- Don't be afraid to follow up – some people need a reminder
- Exchange donations with a friend (counts towards incentives!)
- 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
<b>Total =</b>	<b>\$200</b>

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

## Example of an email schedule

1. **January 10:** announce participation
2. **January 25:** ask for donations – be specific
3. **February 15:** update (total raised, countdown to event day, etc.)
4. **March 1:** last chance!

# Giant List of Fundraising Ideas

## Easy Ask

Social media ask (Facebook/Twitter/Instagram)  
 Emails (use your fundraising hub at spin4kids.com)  
 Ask family (parents, siblings, grandparents, etc.)  
 Ask your boss/ teacher  
 Ask someone that you have donated to before strangers, etc.  
 Ask friends, acquaintances,  
 Put your money where your mouth is – donate to yourself Ask everyone you see for one day to donate \$20  
 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 (Does your Employer do this?)  
 Offer rewards for donations of a certain amount (e.g., get a coffee for a \$25 donation)

## Holidays (for the folks starting early!)

Holiday candygrams  
 Holiday decorating/Decoration removal  
 Gift wrapping for donations  
 Christmas caroling  
 Pictures with Santa/festive backdrop  
 Create and sell holiday cards  
 Christmas tree walk/auction  
 New Year's resolution challenge  
 Holiday pledge – ask for donations as gifts  
 Valentines event – or anti-valentines event

## 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 (Tuesday) breakfast

## 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 (bring the coffee and donuts for a set donation)

## 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 (Murder Mystery, Casino Night, Comedy Night, Girls' Pamper night, Oscar party, Minute-to-Win-It party etc.)  
 Offer protection for donations of a certain amount (Don't get pink flamingo'd/rubber duckied, etc., for \$20; transfer flamingos/ducks, etc., to someone else for \$40)  
 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)  
 Bottle collection