

## How to... Fundraise

Here are some tips and ideas to help you get the most out of your fundraiser.

### 1. DEVELOP YOUR STORY

As you start to think about raising money for your cause, it will help to build out your story. Communicating your story effectively will help donors feel connected to your cause and inspire them to give. Here are a few key elements to include:

- What is your group's purpose?
- What are you raising money for?
- What is your fundraising goal? How much money do you need to raise?  
What is your time frame?
- What will the money be used for? What will be your impact?

### 2. DETERMINE HOW YOU WANT TO RAISE FUNDS

As you are deciding what kind of fundraiser you would like to hold, please consider the status of the coronavirus pandemic in your community. We encourage you to abide by the guidelines laid out by your health authority, check and consider location regulations for keeping safe and explore remote and digital ways to fundraise.

#### a. Crowdfund by setting up an online fundraiser

You can use the Action Network site to raise money online from your community. See [Setting up an online fundraiser](#) on the resources page as well as the [Get to Planning](#) section below for more guidance.

#### b. Host an event

Here is a list of ideas for the types of fundraisers you can host in person or, in some cases, online. For more in-depth event resources and ideas, check out our [How to plan an event](#) guide.

- ONE-TIME EVENTS AND CAMPAIGNS

Garage sales, bake sales, pub nights, car washes, concerts, panel discussions, comedy nights and barbecues are great ways to fundraise and have fun! You can raise money through charging for admission and adding a draw. Invite co-workers, classmates, friends and neighbours to participate. Inviting kids can be a way of teaching them philanthropy and compassion.

- A-THONS

Walk, hike, bowl, dance, skate and mara-thons are all great ways to bring family and friends together for a fun activity. Online fundraising pages are a great resource to support these events.

- BIRTHDAYS, ANNIVERSARIES AND SPECIAL OCCASIONS

Use your special day to encourage people to donate to your cause.

- HOST A SPORTING EVENT OR TOURNAMENT

These are exciting opportunities to enjoy healthy competition and build camaraderie. You can set a suggested entry price per team and ask spectators for a minimum donation.

- WORKPLACE CAMPAIGN

From dress-down days to employee fundraising and corporate challenges, there are lots of ways to get involved with your co-workers. Some workplaces will match employee donations, so it's worth asking your employer if you are eligible.

- USE YOUR SKILLS

You can host craft and knitting clubs where crafts made are later sold. Online auctions (for example, via Facebook) are a great way to adapt this during the pandemic.

### 3. GET TO PLANNING

#### 1. DEVELOP A PLAN

- What type of fundraiser will you do?
- Where will you host it? (Consider accessibility for everyone.)
- Choose your date or time period. (Consider what will work for potential attendees, and what other events are taking place in your community at that time.)
- How will you raise funds?
- How will you promote your fundraising?
- If you are organizing an event, will this require any licences or permits?
- Do you need a committee to help organize?
- Who will you invite and/or ask to donate?
- If your fundraising involves meeting in-person, how can you be safe and compliant with COVID-19 advisories in your area?

#### 2. CREATE A BUDGET

- If you are hosting an event, you might incur some expenses. Creating a budget will help ensure that you cover your expenses while keeping you on track to raise funds and successfully meet your goal.

#### 3. COLLECT DONATIONS

- Depending on the type of fundraiser you are planning, you can use an online fundraising page or you may also choose to have donation forms or pledge forms at the event.

#### 4. SPREAD THE WORD

- Social channels like Facebook, Twitter and Instagram are great places to promote and celebrate the success of your fundraising. You can also put up posters to advertise.
- Email potential donors directly, pick up the phone or ask them face-to-face when you see them. Personalize your story as much as possible. Include direct links for donating.
- Ask your most generous contacts to make a gift early to set an example and help inspire others to donate.
- Repeat your message. People may not donate the first time they hear about what you're doing. (Many will appreciate your reminder.)
- Give donors an incentive (e.g., "We're only \$200 away from our \$1,000 goal! Will you help?").

#### 5. THANK YOUR DONORS AND PARTICIPANTS

- It's important to thank your participants, sponsors and donors! Every donation counts and makes a meaningful difference.
- This can also be a good time to gently remind people who may not yet have donated. They'll appreciate the reminder!