



Frequently Asked Questions

Fundraising

1) What is the best way to raise money for Heart&Stroke?

Online. For three reasons:

- **It's quick for you** - Once you register online, you get an online Participant Centre. From there, you can send out emails asking for support and people can donate directly to your personal fundraising page. You can also share your personal fundraising page link on social media to get more donations.
- **It's easy for your donors** - They can donate securely online and they'll immediately receive a tax receipt for their contribution.
- **It's cost-effective for us** - When you raise money online, we use fewer resources to process donations. That means that more of the money can help fund critical research, support survivors and their families, and help Canadians live healthier lives.

[Log in to your online Participant Centre](#) and start fundraising today!

2) I am new to fundraising. Can you give me some tips?

First of all, we're so glad you joined us! Here are our top 3 fundraising tips:

- Send emails to everyone you know asking for support. The number one way people raise lots of money is by asking lots of people! In your online Participant Centre, there's a pre-written email that you can use. Send it to everyone in your email address book. People will be thrilled to help you!
- Make a self-donation. This shows people that you're serious about reaching your goal, and it helps them choose their own donation amount. Plus, it gets you that much closer to your goal!
- Ask for a specific donation amount. Sometimes people don't know how much money to give, so they don't give anything. Remove that roadblock by suggesting an amount like \$50.

3) What is a Corporate Matching Donation Program?

Corporate Matching Donation Programs are offered by many Canadian companies. Companies offering this program will match its employee's charitable donation dollar for dollar. The best way to find out if yours does is





to ask someone in the corporate donations office or the human resources department.

If your employer does participate, ask for a matching gift application form. Fill out the form, return it to the appropriate department and forward the matching gift to your Heart&Stroke representative. [Find your local Heart&Stroke office.](#)

4) How do I enter cash or cheque donations that are given to me 'offline' to my personal fundraising page (or team page)?

- Log in to your online Participant Centre
- Hit "Enter a New Gift" on the right hand side
- Enter the contact information for the donor and gift information
- Choose the payment type
- Click "Add"

Once you do that, the gift will show up as part of your total.

Please note that only a team captain can **add an offline gift to a team page**. Follow these steps to do so:

- Log in to your online Participant Centre
- Click on "Team"
- Hit "Enter a New Gift" on the right hand side
- Enter the contact information for the donor and gift information
- Choose the payment type
- Click "Add"

Online Participant Centre

1) What is an online Participant Centre?

This is home to all of your online fundraising and recruitment tools. From your online Participant Centre, you can:

- Customize your personal fundraising page with a story and photo
- Send fundraising and recruitment emails (there are pre-written templates that you can use)
- Monitor your progress
- Share your page on social media using the share tools
- Edit your username, password, and fundraising goal





2) How do I change the photo in my personal fundraising page?

1. Log in to your Participant Centre
2. Click on the “Personal Page” tab
3. Click on “Photos/Video” (it’s on the right side of the page)
4. Click the “Browse” button
5. Add a picture from your computer then click “Open”
6. Write a caption if you want
7. Click the “Save/Upload” button

3) How do I add my story to my personal fundraising page?

1. Log in to your Participant Centre
2. Click on the “Personal Page” tab
3. Edit your page title and body copy as you’d like
4. Click the “Save” button

4) How do I import my email contacts into my online Participant Centre?

1. Log in to your Participant Centre
2. Go to your Participant Centre
3. Click on the “Email” tab
4. Select “Contacts” then “import Contacts” both on the right side
5. Follow the prompts by uploading a contact list or .csv file.

5) How do I send a fundraising email from my online Participant Centre?

If you prefer to use a pre-written template:

1. Log in to your Participant Centre
2. Click on the “Email” tab
3. Enter your future supporters’ names and email addresses in the “To:” field
OR
4. Click on “choose from your contacts list” if you’ve imported your contacts already
5. Click on “Use a template” and choose “Solicitation”
6. Then hit “Send” at the top of the page

If you prefer to write your own email:

1. Log in to your Participant Centre
2. Click on the “Email” tab





3. Enter your future supporters' names and email addresses in the "To:" field
OR
4. Click on "choose from your contacts list" if you've imported your contacts already
5. Enter your subject line in the "Subject" field
6. Write your email
7. Then hit "Send" at the top of the page

6) I sent emails to my friends and family from my Participant Centre but they haven't received them. What can I do?

Rest assured, this is not your fault. This may be due to spam filter blocks. The best thing to do is to send them another email from your personal email account.

Log in to your Participant Centre and send yourself the pre-written fundraising email. Then copy and paste that into a new email and send it to everyone!

7) I forget who I sent emails to. Can I see a list of their names?

Yes, as long as you sent the email from your online Participant Centre!
Follow the steps below:

- Log in to your Participant Centre
- Click on the "Email" tab
- Click on "Sent"

8) Can I send a Thank You email to my donors from my online Participant Centre? How do I do it?

Yes you can! It's very similar to sending a fundraising email.

1. Go to your Participant Centre
2. Click on the "Email" tab
3. Select the Thank You Email Template and select "next"
OR
4. Update/Personalize your message
5. Add/Import your contacts
6. Preview and send your message

