



Fundraising Tips & Tools for Success

Fundraising can be challenging, but it can also be fun. This may sound cliché, but it's true! Here are some tips and tools to make sure you have everything you need to succeed in your fundraising efforts, and have fun while doing it.

Team Fundraising has many additional benefits. Team members' fundraising helps boost a team towards its collective goal. It takes the pressure off individual team members, and it is a fantastic team-building activity. Team captains can take the lead on team activities or divide up the workload by getting help from other team members, to make it easier and more enjoyable.

Whether you are fundraising as an Individual or as part of a Team, **online fundraising** is the best way to achieve your goal. It is the easiest way to reach your family and friends. They are also more likely to donate more since they are not limited by the amount of cash they have on them.

- 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 event page. You can also share your personal event 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 be applied directly to programs save lives!

Tips for Successful Online Fundraising

Register Online – You will gain access to tools and email reminders on how to be successful.

Set a Goal – Make it challenging. Remember, reaching a stretch goal is possible if you have a plan in place.

Personalize your fundraising page – Sharing your personal story and connection to Heart&Stroke is a very effective way to get friends and family motivated to support your fundraising! Add a photo and a few lines about why you are fundraising.

Make a Self-Donation – Show your commitment by kick-starting your fundraising efforts.





Send out your emails to ask for donations – Let people know you are supporting Heart&Stroke and that you hope to count on their support. Keep the message short – they can find out more on your personal fundraising page. You can use the emails provided in your Fundraising Headquarters or try this example:

“Your donation can help thousands of Canadians affected by heart disease and stroke. Support me as I participate in <EVENT NAME> on <DATE> (insert link to your personal donation page)

Fundraise through Social Media. Use the pre-populated message from your fundraising headquarters or write your own message. Try to use photos/videos to highlight the event you are fundraising for. Share how close you are to your goal.

Other Ways to Fundraise

Consider boosting your fundraising by incorporating some engaging activities your friends, family members and even colleagues can partake in to help support your fundraising efforts.

Top 10 Ideas to Get You Started

- 1. Employee Corporate Match.** Ask your company to match employee donations and fundraising efforts
- 2. Fantasy Pool.** Get your office, friends, or family into the competitive spirit by hosting a sports, Oscars, or reality TV pool. Pick your type of pool, set your cost for participation, and a deadline for entry. Don't forget to send weekly updates with official standings throughout the competition and announce the winner!
- 3. Games Night.** Get your friends/family together for a fun night of trivia or games. Host at a home or a local restaurant, and charge a fee to participate.
- 4. Heart Healthy Bake Sale.** Recruit some friends to help with baking (try some heart-healthy snack recipes), and sell for donations at your workplace.
- 5. Lunch Money Donation.** Ask colleagues to 'brown bag' it (bring their own lunch from home) on a specific day and donate the money they would have normally spent on lunch. If it is well received, make this a weekly or monthly occurrence!
- 6. Collect Spare Change.** It will amaze you to see how quickly your spare change can add up and boost your fundraising total!
- 7. Olympics/Survivor/Minute to Win It Challenge.** Split friends into teams and charge a participation fee. Come up with at least three activities or



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challenges that incorporate physical activity, are safe and can be performed by the majority of the participants.

8. **Scavenger Hunt.** Create a simple hunt to find fun items on a list, or get a bit more extravagant and plant some items ahead of time and give clues along the way. Ask participants to pay to play and/or pay for the items they could not find!
9. **Car Wash or Yard Sale.** Include your local community in your fundraising efforts.
10. **Hidden Talent.** Showcase your hidden talent by selling your unique products or services, and donate the proceeds to your fundraising efforts.

Remember: Whichever way you fundraise, don't forget to say Thank You!

Add these funds to your fundraising total in one of 2 ways:

1. Online Self-Donation: Login to your Participant Centre personal fundraising page. Click "Donate Now". Use your credit card to make one self-donation transaction for the total amount of cash raised.
2. Pledge Form Donation: Download and complete a pledge form. Either bring the cash in-person to your Heart&Stroke representative or mail a cheque for the total amount of cash raised. The donation will be reflected on your donation total. [Pledge Form-Portrait](#) [Pledge Form-Landscape](#)

