

Fundraising Guide



Saturday, June 23, 2018
Brant Conservation Park
119 Jennings Rd, Brantford



Fundraising Guide

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Thank you for your fundraising efforts in support of Sunshine Float for Dreams! This package includes everything you will need to successfully achieve your fundraising goals. We look forward to seeing you on the water as you and your team have boat loads of fun while supporting The Sunshine Foundation of Canada.

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Fundraising Guide

Welcome to Float for Dreams!

Thank you for your commitment to raising funds for the Sunshine Float for Dreams! Fundraising can be challenging, but it doesn't have to be. Anyone can become an amazing fundraiser with a little help and guidance. The following guide will give you some tips on how to get your fundraising started as well as provide some examples of exciting fundraising ideas for you and your team.

Tell your personal story: Why are you participating in Float for Dreams? What does the Sunshine Foundation of Canada mean to you?

Personalize your Participant Center: Add your own story and pictures. Your potential donors will be interested in the cause, but they are primarily interested in why you are passionate about and committed to raising money for Sunshine. You can find instruction on how to use your Participant Center in the Participant Guide available on the Resources Page of the event.

Personalize your emails: These are email templates in your Participant Center for you to use. Feel free to personalize these to include your own story and your connection to Sunshine. (NOTE: Your donors will automatically receive a thank you email from The Sunshine Foundation when they make a donation, but you should send them a personalized email to convey your appreciation.)

Make a self-donation: Potential donors are more likely to support you when they see that you have personally invested in your cause. Show them you are serious about meeting your fundraising goal by making a self-donation.

Set a Fundraising Goal: Setting a fundraising goal will help you keep focused on what you want to achieve and will motivate you to keep going in your fundraising effort.

- Your personal fundraising goal is already set at \$200, but you can aim higher!
- The average amount raised by our individual fundraisers last year is \$350.00!
- We will have some awesome fundraising incentives to help keep you motivated! These will be made available on the Resources Page of the website.
- Aim high - don't forget that you are helping Sunshine make dreams come true for children across Canada living with severe physical disabilities or life-threatening illnesses.
- Don't be afraid to establish a new goal once your first one has been achieved!



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Become a Fundraiser

1. **Use your social media platforms:** Once you have registered, share the news on social media. Post that you are looking for team members, donations, or simply spread the word! Celebrate your fundraising progress with everyone you know. The more your followers see your posts, the more support you'll receive!
2. **Customize a fundraising letter:** Use the email template in your Participant Center and customize it to tell your story as to why Sunshine is important to you and why you support Float for Dreams.
3. **Be creative:** Think of interesting ways to get people motivated to donate. Ask your company to sponsor a casual day or promise your donors something if you hit your goal (eg. a video of you taking the plunge in the Grand River).
4. **Create a buddy system:** Ask those who are not able to participate to help you collect donations instead.
5. **Get support from those you support:** Throughout the year you support many businesses; hair salons, pet stores, local cafes, that appreciate your business and would be happy to return the support. Ask them to support you by donating to your fundraising efforts.
6. **Spread the word:** There are many spots to talk about your participation in the event: in line at the grocery store, at the dentist office, picking your kids up from school or sporting events. Tell everyone you know, you never know who may want to support you!
7. **Keep motivated:** Get together with your team and create hats, t-shirts, costumes or props for the day of the event.
8. **Follow-up:** Don't be afraid to follow-up with people who have already received your email to support you. People are busy and your email may have been lost in the shuffle. Send out an update about how much you have already raised and that you still need their help. Ask them to help you reach your goal.
9. **Thank you goes a long way:** This is an easy step that shows how much your donors mean to you. Show your donors some appreciation and they will become your biggest advocates. Stay in touch to show how they made an impact in your fundraising efforts.
10. **Enquire about matching programs:** Some companies have employee matching programs for charitable giving. Ask your supervisor to see if your company has something like this to help support you.
11. **Hold a fundraising event:** Events are a fun and exciting way to rally people together, and you can really be creative!



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Ask Everyone!

Create a list of potential donors and don't leave anyone out: family friends, neighbours, co-workers, doctors, auto mechanic, dentist, customers, clients, etc. You really do know a lot of people.

Email your closest contacts first: These are the people you are most comfortable with and who are most likely to donate. Getting your 'inner circle' to donate to your page first will help you build momentum.

Next, reach out to people who are less likely to initially donate: colleagues, customers, clients, doctors, etc. They will see the progress you have made and be more likely to contribute. TIP: Ask for specific amounts. Not having to make a decision on an amount to donate makes it easier and you are more likely to get what you ask for.

Reach out to management at your workplace: Investigate whether your workplace has an employee giving or matching program.

Expand your giving circle: Encourage your closest contacts and those who have donated to reach out to their networks. They can forward your emails, share on their social media, or even ask for donations at their workplace.

Reach out to local businesses: Businesses might be able to sponsor you or to match your fundraising efforts.

Hold a fundraising event: See *Become a Fundraiser* and *Fundraising Ideas*.



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Use Social Media

Social media is a powerful tool to communicate to large groups of people at once. Use that to your advantage and get the word out about your participation in Sunshine Float for Dreams!

Share your commitment: Let your followers know that you have registered and recruit more people to join. You can link to the Float for Dreams registration site www.floatfordreams.ca and tag us (@FloatForDreams). Also, be sure to follow our Facebook page for important event announcements and updates.

Share updates: Celebrate your fundraising progress with everyone you know. The more your followers see your posts, the more support you will receive.

Get creative: Give your friends a sneak peek of your costume or outfit for event day, or what your team is doing to prepare for the event.

Connect with us:



FloatForDreams



@FloatForDreams



@SunshineFound

Share content: Share photos and content from Sunshine Float for Dream's social media platforms.

Tag people: As a way to thank your donors tag them in your posts. TIP: Your post will be shared on their activity feed and will increase the number of people who see it - as well as let them know that people are already donating.

Follow-up: People need to see a message three or more times before they physically get out their wallet and make a donation. Follow up via email or even a phone call to those who haven't donated yet. Include fundraising progress updates to encourage more donations. Don't be afraid to tell them how much you need to achieve your goal - every little bit helps! Be sure to thank your donors.

TIP: Use the template emails available in your Participant Center for reaching out, following up and personally thanking donors. Your donors will automatically receive a thank you email from The Sunshine Foundation when they make a donation, but sending a personalized communication lets you personally convey your gratitude.

Most importantly - have fun!



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How to Raise \$200

The most important thing to remember is to ASK! Asking for donations can seem daunting but the reason most people don't give is simply because they weren't asked.

In 7 steps you can reach your target!

Step 1	Sponsor yourself	\$25
Step 2	Ask your spouse or partner to match	\$25
Step 3	Ask two relatives for \$20	\$40
Step 4	Ask five friends for \$10	\$50
Step 5	Ask four co-workers for \$10	\$40
Step 6	Ask four neighbours for \$5	\$20
Step 7	CELEBRATE!	\$200

Raise even more:

Company matching	\$200
Host an event	\$200



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Fundraising Ideas

1. **Bingo/ Trivia Night:** Get co-workers or friends together for a fun day/night of trivia. Host the event in a boardroom or at home and charge teams to play. Get prizes donated from local businesses.
2. **Baby picture match game:** Invite employees to try their luck at matching baby pictures to co-workers and/or management. Charge a participation fee and award a prize to the employee with the most correct matches.
3. **Casual/ jean day:** Dress casual or wear yellow for a participation fee. Have casual day on a regular basis (once a week or once a month).
4. **Fantasy Pool:** Tap into your co-workers' competitive spirit by hosting a sports, awards, or reality TV pool. Set a cost for participation and a deadline for entry.
5. **Lunch Money:** Ask employees to brown paper bag it on a specific day and donate what they would have normally spent on lunch.
6. **Quarter Wars:** supply a jar for employees/family to donate spare change as one collective group and make it a competition (team with the lowest total has to do a dare).
7. **Office Olympics:** Charge a fee for participation and have teams participate in at least three challenges that incorporate physical activity, are safe and can be performed by the majority of your workplace (great for your team to 'train' for the float).
8. **Sports tournament:** Take the day off or an extended lunch hour to host a sport tournament or event. Get employees to pick a team and charge a registration fee.
9. **Work place food function:** hold a luncheon, BBQ, potluck, pancake breakfast, bake sale or party in your office.
10. **Pie-in-the-face:** Invite family and friends over and have them donate money to throw a pie in your face.
11. **Dinner party:** Host a dinner party in your home and ask guests to bring a donation toward your goal instead of a hostess gift.

Still looking for more ideas? Link fundraising efforts to your hobbies and recreational activities: like hosting a reading event, hold a bake sale in your community or organize a mini golf or hockey tournament.

