



## How to Fundraise

**You have the enthusiasm, the motivation and the will to make a difference- but where do you start? With a little planning, you can inspire others to join and support you! You can make a difference, here's how.**



### **Step 1 – Set a goal.**

How much money do you plan to raise? Setting a fundraising goal will help you track and evaluate your progress.



### **Step 2 – Create a timeline.**

How long do you have to raise the money? Set smaller goals along your timeline- i.e. meetings, when you'll look for help, when you'd like to be at a halfway point to your goal.



### **Step 3 – Decide who you will ask for money.**

Who is your target audience? Decide what age group or special interest group you aim to offer your fundraising event, campaign, or service.



### **Step 4 – How will you raise the money?**

How will you reach your goal? Will you plan an event? Offer a service in exchange for donations? Sell something? Ask for pledges?



### **Step 5 – Plan your event or campaign.**

Recruit a few friends or family members to help you get organized. Make a list of what you'll need - i.e. pledge sheets, information flyers, a cash box and some change, music, volunteers, etc. Create a timeline for the day, week, or month of your fundraiser. Assign and delegate tasks to your helpers.



### **Step 6 – Get the word out!**

It's time to advertise! Talk to local print companies to see if they'll help print your posters or flyers; contact your local TV and radio stations to ask whether they'd air a public service announcement about your event or activity and ask newspapers to run an ad. Don't forget to spread the word online, too! Create a Facebook page, start a blog, post videos through YouTube and share your progress on Twitter!



### **Step 7 – You're in action!**

It's the day of your event or the day you begin your fundraising campaign. Make sure you're prepared with information about the cause and a safe place to keep papers and donations. Remember, just by making an effort, putting time into something important and spreading the news, you've already begun to make a difference.



### **Step 8 – Aftermath.**

You've gathered up the pledge sheets, swept the confetti from the floor and dismantled the dance-a-thon disco ball. Time to look at some numbers. Figure out how much money you raised and determine how close you were to your goal. Make a list of everyone who'll need a receipt for their donation, along with the amount of money they donated and whether their donation was by cash or cheque. Attach cheques to their appropriate pledge sheet. Please send us the pledge sheets and cheques so that we can issue receipts.



### **Step 9 – Thank you!**

It's very important to send out prompt thank-you notes to everyone who helped you with your fundraiser. Be sure to contact any organizations and individuals who helped organize, promote, support or take part!

Most importantly, we thank **you** for your inspiring efforts – you really are making a difference!