



MAKE FUN MATTER

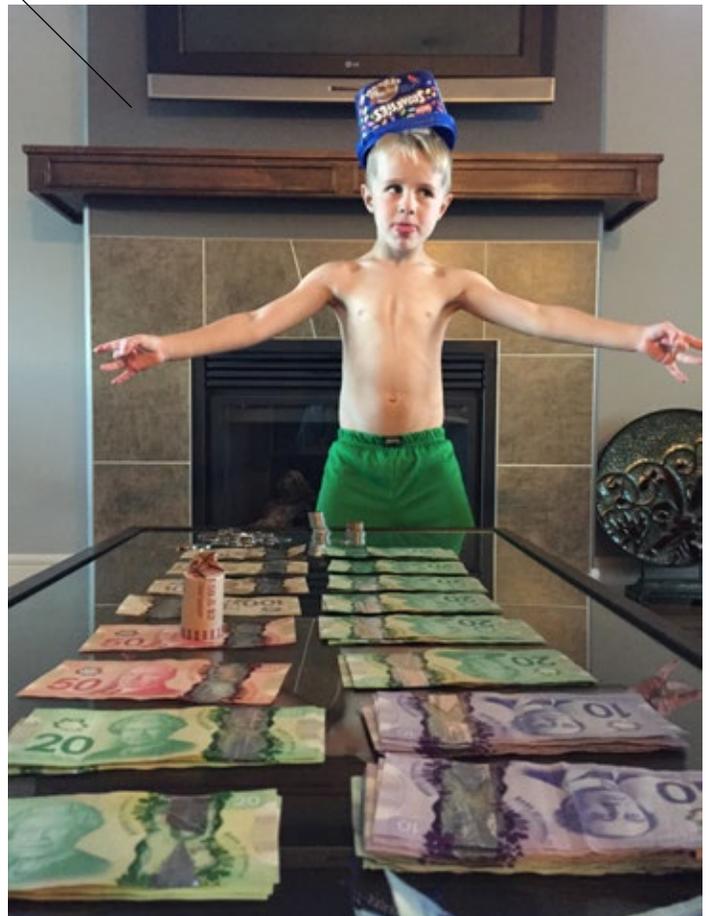
RMHC Fundraiser Toolkit



Hi there, FUNdraiser

You're all set to start rallying people to join in your fun. We're so excited to see how you Make Fun Matter and help families stay together. Thank you for joining our cause!

Now let's make your fundraiser as awesome as you are.





Here are some tips to help you reach your fundraising goal - and maybe even surpass it!

DONATE

Start by making a donation to your own fundraising page. Other people are more likely to donate if they see that someone has already contributed. Also, donating your own money shows potential supporters that you're serious about helping the cause.

CONNECT

Reach out to friends and family first, they'll be the most excited to join your fun. Think of fundraising like peeling an onion from the inside out. You start by asking your closest contacts first (the core), and progressively work your way outwards, to your more distant contacts (the outer skin).

PERSONALIZE

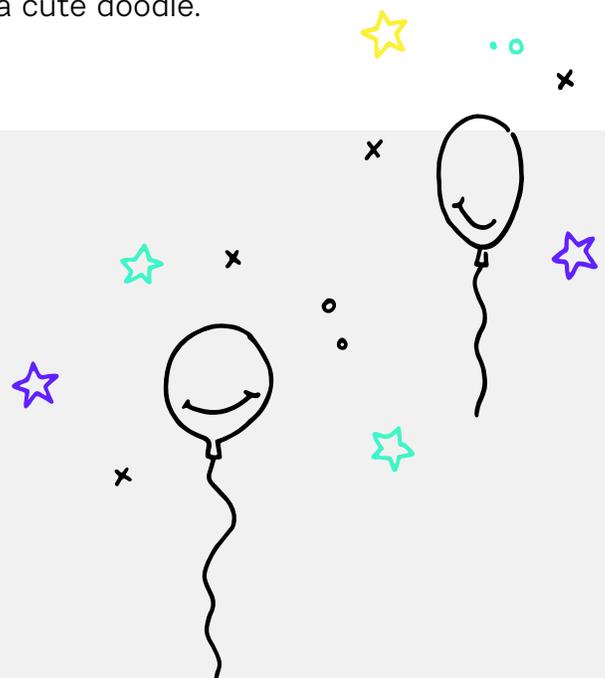
Personalize your fundraising page by adding your own text, pictures, or videos. **Your potential donors will be interested in your cause, but they're probably more interested in you.** Make sure you tell them why you're getting involved and what your connection to the cause is (it doesn't have to be long, just honest).

GIVE THANKS

Consider offering your own gifts to friends and family who help you reach your goal. It doesn't have to be anything expensive or fancy, just a token of your appreciation; like a hand-written letter or a cute doodle.

SEND EMAILS

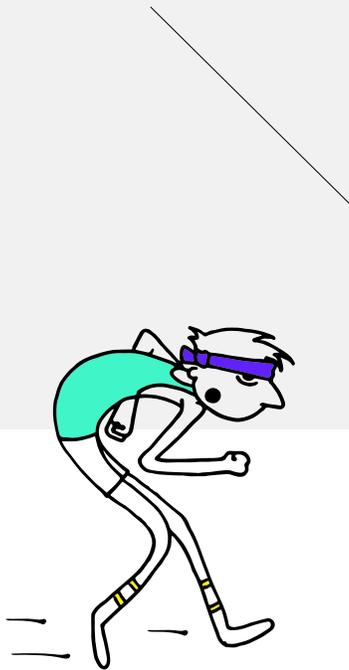
Send individual emails to your 5 closest contacts asking them for the first donations. **Getting your besties to donate to your page will help you build up momentum.** It's also a good way to get warmed up with the people you're most comfortable with



What we've learned from fancy studies.

LEARNING #1

The closer you get to your fundraising goal, the more people will donate — so remember to keep sprinting all the way to the finish line.



Angie Belliveau
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My fundraiser goal is almost reached! Let's keep the pace :) all donations will help. #MakeFunMatter

83%
5 DAYS LEFT

Angies Donuts-gone-nuts weekend!

Raised \$376 so far

LEARNING #2

Start with the people you're closest with and work outwards to those you don't know as well. You'll build positive momentum with your strongest supporters before getting to those less likely to donate, maximizing your chances of successfully meeting (maybe even exceeding!) your fundraising goal.

The best ways to use Facebook and Twitter (besides watching cat videos).



Start fundraising through Facebook and Twitter after you've sent out more personal e-mails.

Since Facebook and Twitter are public forums, potential donors won't feel like you're contacting them personally so they'll be less compelled to help. However, it's still good to use social media as a last step to reach more people.

Set internal goals (e.g. \$200 by the end of week two, \$400 by the end of week four, etc.). Use your social media accounts to publicize your goals, give updates of your progress, and ask people to help you get over each hurdle as it approaches.



Trevor H. Livingston
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GOAL REACHED! Already half way through my fundraiser and I've accumulated \$550 from your donations. Let's keep the pace. Support here: MakeFunMatter.ca/bike-a-thon

Get started on Facebook by tagging the people that have already donated to you and thanking them. When you tag someone, your post gets shared in both your activity feeds. This shows that people are already donating to your page (remember that whole success breeds success thing?).



kate Wilson
Sponsored · 🌐

So thankful to everyone who donated to help my #MakeFunMatter Fundraiser. Evan Gills, Eve Bourdain, Jean-Sebastian Tisson, Damian Herbert, Louise Price, Dave Saint-Auguste. Your generosity is gratefully appreciated!!!

Don't ask for help in every post. Inspire people to give by sharing news stories and other positive anecdotes about the cause.





Fundraising in a team? Here's how to be a leader extraordinaire!

Now that you've gotten involved, get outside! Rally your pals and run a race or get them jiving for a flashmob. Try these tips so your team can have the most success at having fun!

PICK AN AWESOME TEAM NAME!

You can create your team page before you build your team. Start recruiting by emailing or calling the people you think might be interested in joining then follow up by making a few requests on your social channels.

SAY PLEASE AND THANK YOU.

As people join your team, show your appreciation by sending them a quick email to thank them. This will make them feel valued and might make them more involved and enthusiastic.

GET GOING ON YOUR GOALS!

When you've got your team members signed up, set a reasonable team fundraising goal — either together or on your own. Use your best judgment to ensure it's achievable and something your team members are comfortable with.

ONCE MORE, FOR GOOD MEASURE

Send an email out to the whole team thanking them once again, and clearly communicating the team goal.

DON'T BE SHY - SAY HI!

Send periodic updates about the team's progress (this helps prevent slacking and keeps everyone committed) and encourage team members to share their ideas about what's working best.

SHOW YOUR TEAM SOME LOVE

Be supportive and send along words of encouragement to your team as you work together towards your goal.

Most importantly, remember why you are fundraising! Commit to your efforts and be your awesome self!

#MakeFunMatter

Woo hoo — you're on your way! By doing what you love, you're helping sick children stay close to their families. We can't wait to see how you Make Fun Matter!



Thank you so much for helping us keep families together.

