



## Steps to fundraising success

### 1 SET A GOAL

Challenge yourself. Determine a reasonable goal, then raise it by \$200. Donors tend to give more when they know your sights are set high.

#### Tip

When you reach your goal, raise it even higher. Simply sign into your Participant Centre when you're ready.

### 2 TELL YOUR STORY

Share the reasons why you are walking. Doing so will inspire people to donate. Requests and participant pages that include personal stories often have the best fundraising results.

### 3 KICK THINGS OFF

Be the first person to donate to your page. Seeing your name and donation, potential donors will appreciate your commitment and follow suit.

### 4 START EARLY

There is no time like the present! The earlier you start collecting donations the more money you will raise for this important cause.

#### Tip

People tend to match or beat the first donation amount. Start off strong.

### 5 FUNDRAISE ONLINE

Taking your fundraising online, you can:

- Customize your personal page with pictures and your reasons for walking
- Send personalized emails to anyone, anytime, anywhere in the world.
- Include a fundraising link in your email signature, casting an even wider net for donations
- Thank donors for their generosity. You'll receive immediate notification of every new donation.

#### Tip

The opportunity for a donation can pop up at any time. Keep your smartphone handy so that you are always ready. Online donors are sent thank you messages and tax receipts as soon as their gifts are processed.

### 6 ASK, ASK, ASK

The #1 reason people do not give is because they were never asked. Be brazen! You are doing this for an important cause.

And remember, persistence is key. After you ask once, send a friendly reminder to anyone who hasn't responded within a week or so. You'll see that a gentle nudge goes a long way.

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## 7 SEND A WORD OF THANKS

Please remember to send personalized thank you messages shortly after you receive a new donation.

You may also wish to thank your donors following the event. For this, be sure to include your grand total to set yourself up for continued success next year.

## 8 RAISE AWARENESS

Talk to people about ovarian cancer. Connecting others with this cause will only encourage them to do their part in supporting your Walk, or even walking along with you.

### Tip

Everyone you meet is a potential donor. Share the story of why you're walking - they'll definitely want to know.

## GET CREATIVE WITH YOUR FUNDRAISING

Here are some ideas for fun events that will increase your fundraising tally.

- **Garage sale** – Ask friends and neighbours to donate items they no longer need. Make signs advertising that all proceeds will go to the Ovarian Cancer Canada Walk of Hope.
- **Casual Day** – Have your workplace host a casual day, when employees would be invited to dress down for their donations of \$10 or more.
- **Coin drives** – Invite your clients or colleagues to donate their spare change. Put out a jar with a sign stating that all funds raised will go to the Ovarian Cancer Canada Walk of Hope.
- **Voicemail greetings** – Change your voicemail to include the fact that you are participating in the Ovarian Cancer Canada Walk of Hope. This will be news to some and a helpful reminder for potential donors.
- **Themed dinners or barbeques** – If you enjoy cooking, host a party for 10 of your friends. If you suggest a donation of \$50 per person and spend just \$20 each on food, you'll raise about \$300 over the course of the evening.
- **Special occasions** – In lieu of a gifts, ask your family and friends to make donations that support your Walk.



Find more fundraising tips in your Toolkit at

[ovariancancerwalkofhope.ca/fundraise](http://ovariancancerwalkofhope.ca/fundraise)