

Cedars CanSupport: Putting the **Fun** in **Fun**draising



Centre universitaire
de santé McGill



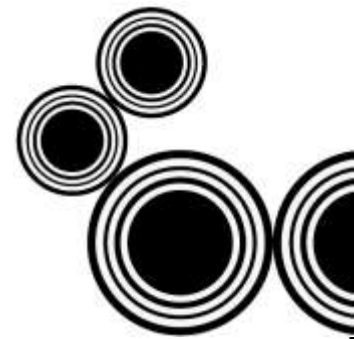
McGill University
Health Centre



The **Golden** Rules of **Fundraising**



- Aim high
- Create your circle of potential donors
- Organize your call/e-mail list
- Write up your letter, e-mail and personal call 'script' or message
- Decide how much you are going to ask of each person
- Create your own personal fundraising page with a photo
- Clearly indicate for whom you are paddling
- Articulate your reasons for participating
- Follow-up
- Don't give up

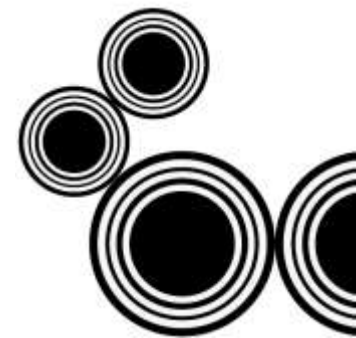


A focus on Fundraising

“Cancer has hit our family twice in only a few short years. During Alexia’s illness Cedars CanSupport was there for her and for our family. When I was diagnosed, they helped us get through my diagnosis and treatment.”

- Anthony Calvillo (Grey Cup Quarter Back Champion and Cancer Survivor)

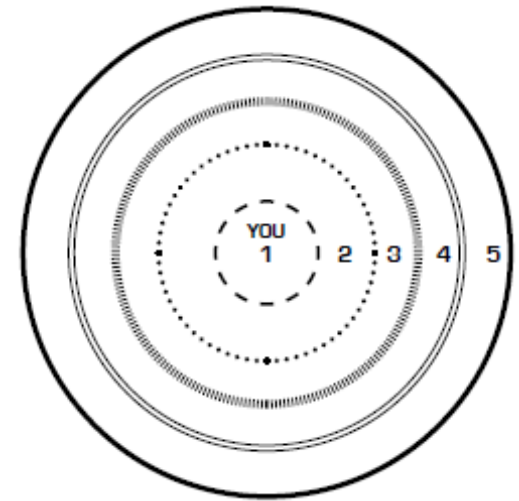


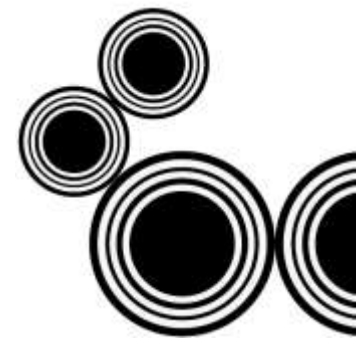
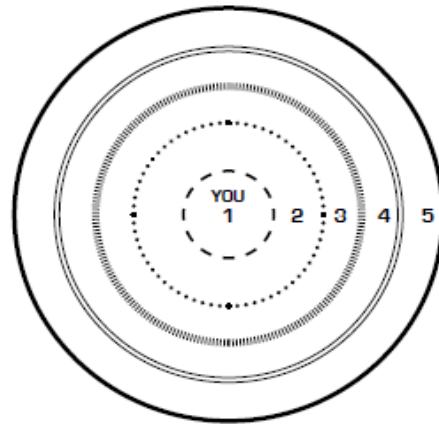


How To:

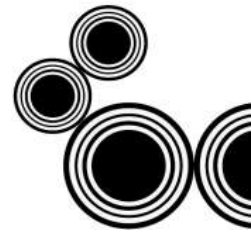
Come up with my minimum of only **\$625** in pledges, and surpass it!

1. You
2. Your spouse or significant other
3. Your immediate family
4. Your close friends
5. Businesses and stores with whom you do business





1. The centre of the bull's eye is YOU. What can you personally contribute? \$20, \$50, \$100, \$1000 or more?
2. The next circle is YOUR SPOUSE OR SIGNIFICANT OTHER. How much can he/she give either personally or through his/her work, family, friends? How can they help you gather more pledges from their contacts?
3. The next circle is YOUR IMMEDIATE FAMILY. We all know at least one person who has been touched by cancer. Your family members can make a pledge to your paddling efforts AND they can help you reach out to their contacts.
4. The next circle is YOUR CLOSE FRIENDS. These people are often willing to lend their support and make a pledge to you, when they know what you are doing and why you are doing it. Ask them, too, to solicit for you.
5. And finally, there are the **BUSINESSES & STORES WITH WHOM YOU DO BUSINESS**. Influential acquaintances such as medical professional, bank manager, legal counsel, real estate / travel /insurance agents, financial advisors etc. Ask your hairdresser/ barber, personal trainer, yoga instructor.. basically anyone you give your business to. Tell them what you are doing, why and for whom you are doing it for and that you would like them to make a pledge to you and your team's efforts.



ONLINE FUNDRAISING

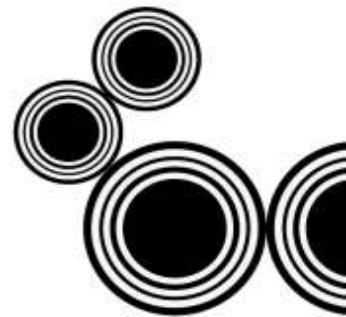
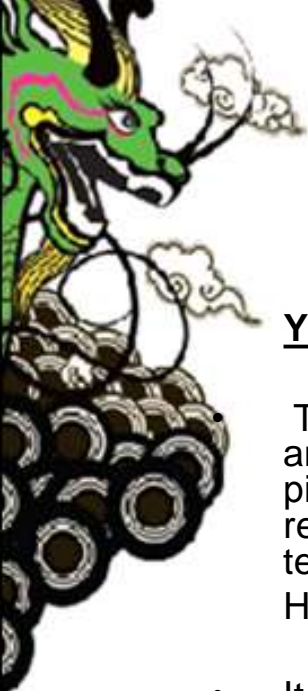
Individual Fundraising Page

By registering in the Cedars CanSupport 'Rain or Shine' Dragon Boat Race & Festival, each paddler gets his/her own fundraising page found on **cedarsdragons.ca**. This website is your friend and helps you by:

- 1) Accepting donations
- 2) Generating automatic receipts
- 3) Tracking your progress and supporting you
- 4) Creating a link (URL) so that your family/friends can click directly onto your page for easy donations.

This page should be about you and why /for whom you are paddling .You can upload text, a picture, and your goal in order to make your page as dynamic and as possible. Each time you log onto your page, you will be able to see who made a pledge to you, the amount pledged ,and you will be able to send back a thank-you email directly from your page.

IMPORTANT – Upload all of this information on your Social Media networks (Facebook&Twitter) asking all of your friends to support you, LIKE and SHARE your page, Re-tweet and ultimately donate to your page on-line. This the **EASIEST** way to raise funds and will definitely help you with your goal.



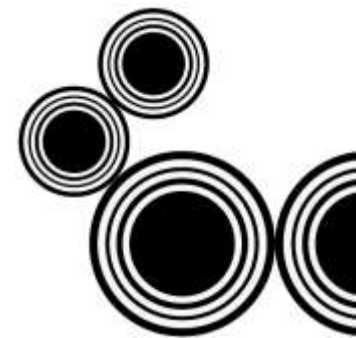
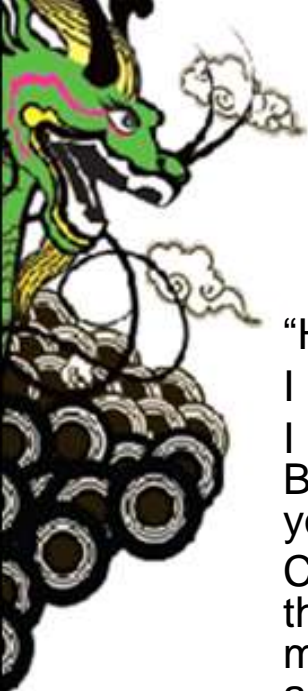
ONLINE FUNDRAISING

Your Team Fundraising Page

This page works much the same way as the individual fundraising page but will be maintained and managed by the team captain and/or co-captains. It is their responsibility to upload a team picture, information, team fundraising goals, etc. It is also the Captains' and Co-Captains' responsibility to check this page often and to keep track of and thank anyone who pledges to the team as a whole.

Here are some tips for emails:

- It is always better to write to each contact personally (as a personal letter and not as a mass email; e.g., "Hi Bob, hope all is well," and then cut and paste your blurb so each person feels you are writing personally to them (even though you might be really sending the same message to all your contacts.)
- Tell them why you are doing it. People like a personal story.
- Emphasize the fact that every little bit helps, even a donation of only \$10 or \$15 is important, but with a \$ 20.00 donation a tax receipt will be provided.
- Invite them to come down and cheer you on at Promenade Père-Marquette on September 19th.
- The most important thing to remember when writing emails is that follow-up is key. Emails are too easy to junk, ignore or 'get to later', so if you're emailing, follow up! Next time you speak to that person ask, "did you get my email about dragon boating?"
- Add your Team Fundraising page to your company Facebook or Twitter page, it demonstrates teamwork and serves as another outlet to try and generate more donations for your boat.



SAMPLE EMAIL:

“Hey _____,

I hope all is well!

I am writing to you today because a group of 20 of our friends are going Dragon Boating to raise funds for Cedars CanSupport on September 19 th, 2015, and I need your support!

Cancer affects us all, and it is so important to me that everyone I love gets involved in the fight (replace with your reason for getting involved). Just click on the link below to make a pledge. Any and all pledge amounts are welcome and very much appreciated. For every donation over \$20, a tax receipt will be issued to you immediately on line for your convenience.

Thank you so much, and please feel free to come down to Promenade Père-Marquette in Lachine on Sept 19th and cheer us on!! Our team name is

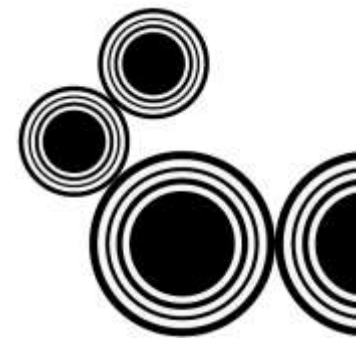
_____.

Always,

(Your name here)

*Add your URL Link and ask them to LIKE and SHARE the Fuller Landau Cedars CanSupport Dragon Boat Race and Festival and FOLLOW us on Twitter at CedarsDragons.

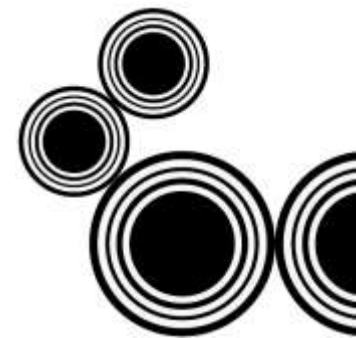
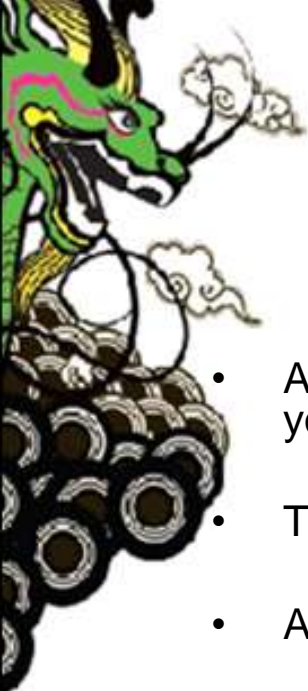
P.S. If for any reason the link doesn't work, go to, www.cedarsdragons.ca, click on “DONATE NOW” and follow the prompts.



IN PERSON FUNDRAISING

Pledge sheets – Receipts- Registration

- The easiest way to get people to make a pledge to you is to be there and to be prepared!! Print out 5 or 6 copies of the pledge sheet from the website (www.cedarsdragons.ca –under Fundraising/Dragon Boat Donation).
- Keep pledge sheets in your car, handbag or briefcase and whenever someone asks you what you are up to, you can pull them out and ask for a pledge. These pledge sheets are handy because with them you can accept credit cards, cheques or cash, so all methods are good.
- Please have cheques made payable to “The Cedars Cancer Foundation “ – Dragon Boat
- Please make sure the donation forms have **all** the pertinent information filled in so that we will be able to provide any donation over \$ 20.00 with a receipt.
- It is your responsibility to keep track of your individual pledges. In-person pledges are great because you never know who you will bump into and with the pledge form in hand it is more likely people will see how passionate you are and pledge to you on the spot.
- Our charity registration number is 8684 33947 RR0001



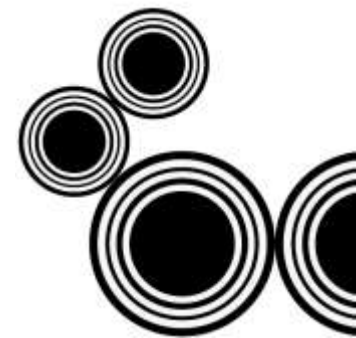
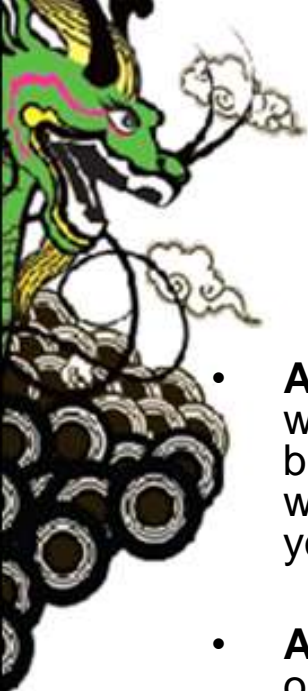
TEAM FUNDRAISING

- Along with each team member raising a minimum of \$625.00, it is recommended that you also do at least one or two team fundraising events. Why?
- This can significantly boost your team's total pledge
- Allows you to be eligible for some of the great fundraising prizes and awards
- Team building events create a difference in your level of cooperation and camaraderie which will only strengthen your team on Race Day.
- Remember there are 20 other people on the boat besides you, so by working together and inviting all of your respective co-workers, friends and families, the turnout is sure to be significant. Motivation = Momentum



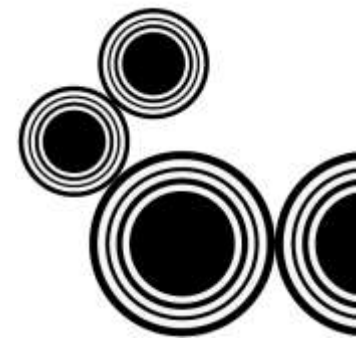
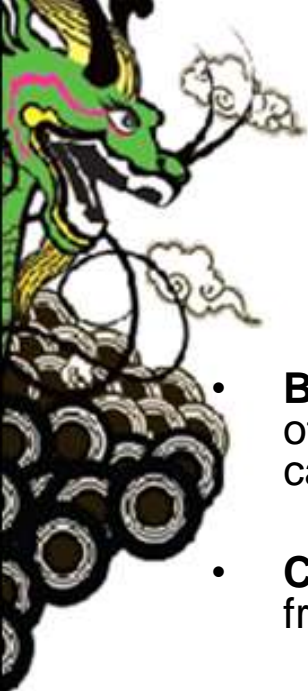
FUNDRAISING SUGGESTIONS:

- **Outdoor Barbecue:** Everyone enjoys a good outdoor BBQ. You can buy bulk packages of hot dogs, buns and drinks at Costco (or elsewhere). Invite your friends and family over after work for a quick bite or on a weekend and charge them for the drinks and hot dogs. You can do it in your backyard or even at a beautiful park like Mount Royal if you bring a small BBQ. Enjoy the sun together and make some money for cancer care while you do it!
- **Raffle:** If you know anyone who could donate a prize or two (such as hockey or show tickets, gift certificates, jewellery, etc) that would be a fantastic help. Otherwise you can make a nifty looking gift basket style package with less expensive items such as candles, goodies, lip balms, bubble bath, etc. and maybe a \$25 gift certificate to a store or salon. Sell tickets for your basket at a couple dollars each around the office and to the neighbours. The more enticing the basket, the more tickets you will sell. One team is selling raffle tickets at \$25 each, with a total of only 400 being sold. The winner gets \$3000, second prize is \$1000 and third and fourth prizes are \$500 each. (I'm buying 4 at that price and with those odds!)
- **Poker game:** Organize a poker game and charge each person \$20 or \$50 dollars to play. The first prize can either be something donated (e.g. hockey tickets, jewelry, gift certificates, etc.) or 50% of the night's earnings with the other 50% going directly to your boat



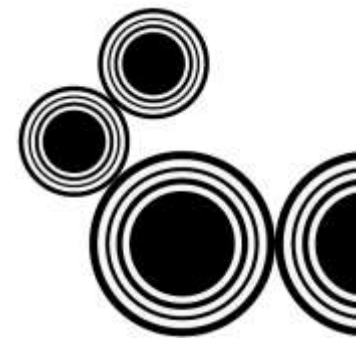
FUNDRAISING SUGGESTIONS:

- **A fancy dinner at your house:** Everyone likes to get dressed up once in a while, so why not have a dinner party! Charge people for the dinner (\$20 or \$50), tell them to bring their own wine and make it a real sit-down affair. Everyone enjoys a great meal with friends, it is cheaper than going to a restaurant and all the proceeds go towards your boat and, ultimately cancer care.
- **Arrange a garage sale:** Get everyone on your team to bring over some unwanted, old or used items. Pick a nice Saturday afternoon and hold a garage sale together. All the proceeds can go to your boat; the community will be engaged and you will create awareness around the event and your fundraising efforts.
- **A bar night at your local pub:** Bars, restaurants and pubs are usually very supportive of community fundraising efforts. Arrange a cocktail party, dinner or pub night and ask that 50% of the evenings profits from your group be donated to your boat. It's a great way to get friends together, make some money for the establishment and for your team and share some good times. An all around win!
- **Pizza Lunch:** At the office or after soccer practice order several pizzas and charge a nominal fee per slice. You can also sell drinks to go with the pizza and all the funds you collect can go to your boat. This is an easy activity and works great on payday.



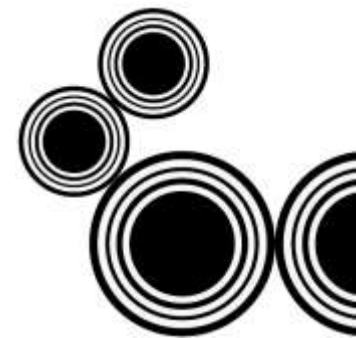
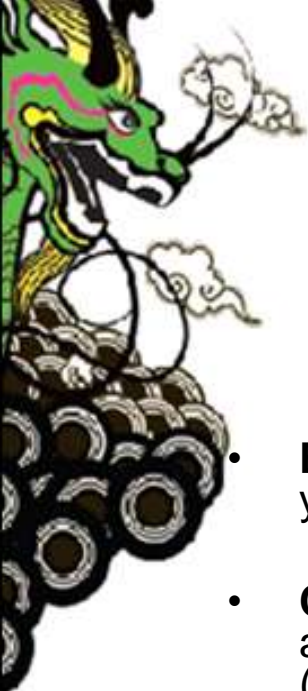
FUNDRAISING SUGGESTIONS:

- **Bake Sale:** Everyone loves a sweet treat! Have some fun baking cookies, cakes and other sweet treats and sell your homemade delicacies! This idea is not too costly and can be done fairly regularly.
- **Car Wash:** Here's another low budget idea, great for the summer ! Gather some friends and organize a car wash.
- **Auction off a ½ day of work:** Ask your employer if you could auction off one or more ½ days at work. The top bidder will get a half day off and you will collect the funds to put towards your boat.
- **Jeans Day:** Ask your employer if you could charge your colleagues to wear jeans to work. For example, every other Thursday could be a Jeans day and for 5\$/person an individual can wear his or her jeans to work.
- **Bagel breakfast:** At home, on a weekend or at the office, host a bagel breakfast and charge a minimal fee for breakfast (e.g.; \$5/person). You can provide the bagels, condiments, fruits, beverages. It's up to you! But be sure that the cost of your breakfast is greater than your cost for providing it.



FUNDRAISING SUGGESTIONS:

- **50/50: EASY !** Hold a half and half lottery! Sell raffle tickets (i.e., one for 2\$, 5\$, 7\$ or 10\$), draw a ticket and the lucky winner will win half of the lottery while the other half goes to the boat! A good suggestion would be to hold a draw each pay day on Fridays as it feels great to win the lottery before the weekend.
- **Selling jewelry:** Here's a great fundraising tip that's free of cost for you! Selling jewelry and other accessories through www.pink-kares.com will allow you to both purchase the items and re-sell them for a profit which goes towards your boat.
- **Sponsors:** Sponsorship is another no cost way of fundraising! You can do so by asking businesses to support your team by matching your donations or you can sell marketing space! On Race Day every team is provided with its own tent on which you can place ads for your sponsoring company.
- **Corporate matching:** Corporate matching is another great way to raise money! You can solicit companies to make charitable donations to you or to your boat. Perhaps the company you work for has a matching policy.

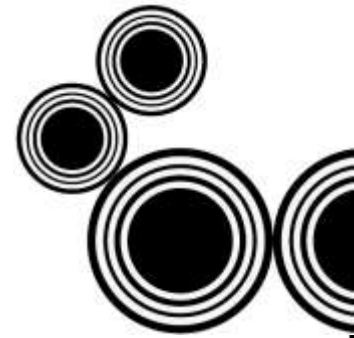


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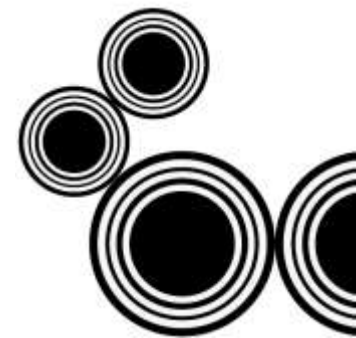
- **Bottle drive:** Ask your family and friends to save their empty bottles and cans, and you can turn them in for cash at your local store or grocery store.
- **Change/Coin drive:** Obtain a donation/bank can from Cedars (or use your own) and collect change at work, or leave a can at your favorite establishment (trustworthy hairdresser/restaurant etc). You will be surprised at how fast the money adds up.
- **Gold Party:** “A golden opportunity to turn your old gold into cash”. Host a Gold Party and invite friends, family, colleagues to sell their unwanted gold for top dollar. Gold Party will donate 10% of the value of the gold to your Dragon Boat team. Please contact either www.goldpartycanada.com or www.goldguyscanada.com for more details.
- **Fundary.com:** Custom designed t-shirt fundraising program promoting your company logo/ the event while increasing donor interest and resulting in higher donations.



FUNDRAISING SUGGESTIONS:

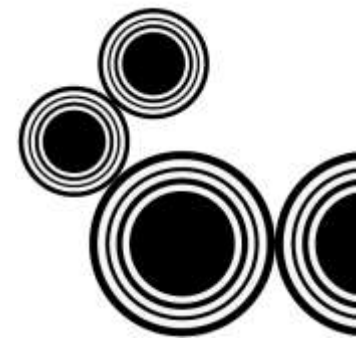
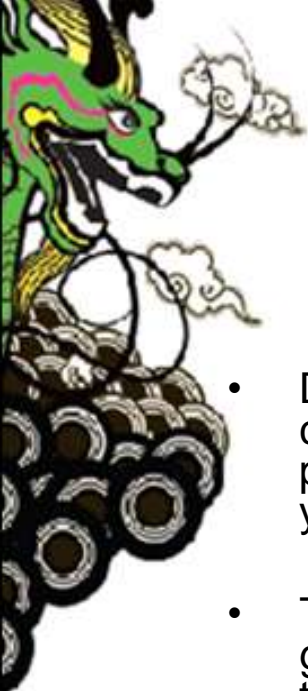


- **Bowling:** By contacting your local bowling alley, a fun filled charity bowling event can be organized. Bring your friends, neighbours and kids!
- **Comedy Night:** Many comedy clubs have the ability to give discounts for charity tickets, and some might even make a special event for the charity.
- Please note, a permit might be required, for some of the above mentioned activities. Cedars is not responsible for permits, this is the responsibility of the individual who is organizing their respective fundraising activity.



DRAGON BOAT = TEAM

- It cannot be stressed enough how much of a team activity Dragon Boating is. You are not in the race alone; everyone on the boat has the same goals. With all 21 of your team members working together from now until Race Day, you are sure to bring in a fair amount. Everything you do together raises awareness for your boat. The more people who know about what you are doing and how much fun it is, the more people are likely to become engaged and donate to you. Maybe even neighbors and community members will offer you random donations.
- The Cedars Cancer Foundation are here to help you in your efforts, please feel free to contact us for ideas and support.



FUNDRAISING TIPS & ADVICE:

- Don't be shy. The money is not for you. Everyone has been or will be affected by cancer, either directly or indirectly, at some point in their lifetime. It affects us all and people are usually very aware. When asked for a pledge, donors often commend you for doing your part and support you. But you have to ask!
- The most important fundraising advice we can give you is that if you don't ask, you'll get nothing, but if you ask, you at least have a chance of getting something. Another tip in fundraising is to always put a \$ figure on your ask so that people know how much you are looking for. Gage the person. If it is a struggling student friend of yours, ask them for \$20. If it is your rich uncle, you may want to ask him for \$100 or more. Use your judgment.
- We always take the attitude that everyone can give something and even if it's \$5, it's important the donor feels engaged and that they have made a difference too. It is with pennies that we make dollars, with dollars we make hundreds and with hundreds we make millions. Now go out there and fundraise!!! Should you have any questions don't hesitate to contact:
 - Gina Steszyn 514-934-1934 ext : 71207
 - cedarsdragons@muhc.mcgill.ca