

Tips for Power Fundraisers

- 1. Remember The Golden Rule!** Fundraising's golden rule is simple: you raise money when you ask for it!
- 2. Make A List!** Put together a list of friends, family, co-workers, and work out buddies. Do you have neighbours, doctors, and sports club members that might support you? Remember, it doesn't hurt to ask so build the biggest list you can by including everyone you can think of!
- 3. Make A Big Ask!** If you ask someone for \$100, you might get \$100, or perhaps \$75 or \$50. Whatever the case it never hurts to set the bar high.
- 4. Remember Your Inspiration!** There's a reason why you are supporting St. Joe's. As you go about sending out personal appeals to your friends and family, try including a personal message about what St. Joe's means to you. The more personal you can make it, the better.
- 5. Use Online Fundraising Tools!** Your fundraising page is loaded up with email templates that make asking quick and easy. Simply login to your participant centre, select the email tab, pick an email template or create your own, import your contacts, send, and wait for those donations to start rolling in!
- 6. Follow Up!** It's very common for people to put things off. We all live busy lives and have a lot of other responsibilities on our plates. A little reminder nudge never hurt anyone. If someone has indicated that they want to donate, but hasn't, don't hesitate to follow-up with a phone call or reminder email. Especially as the time you have to fundraise for the event runs down. People respond to deadlines!
- 7. Send Thank You Notes!** It's a simple thing to do, but also one of the most powerful. Make sure to say thank you to everyone who supported you. Send emails, post thank you messages on social media and thank people in person.

Help keep the
Promise.

The campaign *for* **St. Joseph's Health Centre**

Give at **supportstjoes.ca**

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