

How to Fundraise



The No. 1 reason why people donate is simple:
because someone asked them to.

So get the word out!

✓ **Ask personally**

Share your own story, not just statistics. Connect with your donors through your personal relationship with them.

✓ **Ask everyone**

Think beyond family and friends – how about your neighbours, coworkers, doctor, barista, grocery store clerk? Feel free to put out an ask on social media!

✓ **Ask big**

If you ask someone for \$100, you might get \$100, or perhaps you'll get \$75 or \$50. Whatever the case, it never hurts to set the bar higher.

✓ **Ask confidently**

You are not asking for money for yourself; you are asking for funds to help find a cure for arthritis so millions of Canadians can face a future without chronic pain.

Ask in four easy steps:

1. Identify the issue you are trying to address. *Example: There are six million Canadians living with arthritis.*
2. Relay why it is important to you. *Example: My wife has arthritis. Every day, I watch her struggle with this devastating disease.*
3. Share what you are doing about it. *Example: I am fundraising by swimming for five consecutive days.*
4. Ask you donor to take a specific action. *Example: Will you make a \$50-donation in support of my wife and the six million Canadians living with arthritis?*

5 Days to Raise \$500



**The key to fundraising success is simple: ask!
All it takes is five minutes a day, for five days.**

If you are hosting a personal fundraiser and your goal is to collect donations, follow the steps below for 5 days of fundraising!



Ask two family members to donate \$25 each.



Ask five coworkers to support you for \$25 each.



Ask your employer for a company donation of \$100.



Ask five people you know from such places as extracurricular teams, your child's school or your place of worship, to donate \$10 each.



Keep asking your network and using social media. Remember to also ask your company to match your fundraising!

~For tips on using social media, see next page.

Promote with Social Media



1. Connect

Let your friends know you are hosting an event or fundraiser.

2. Ask for support

Whenever possible update your status and ensure you include a link to your personal page.

3. Tell a story

By providing a personal story, you are sure to connect with people who will want to support you.

4. Become a fan

Visit Arthritis Society Canada [Facebook](#), [Instagram](#), [LinkedIn](#), [Pinterest](#), [YouTube](#) or [Twitter](#) accounts and like, subscribe, or follow us! You will get news updates and can connect with others.

5. Use photos

Upload photos that showcase your story or event.



Quick Tip!

When tweeting your personal donation page URL, save characters by using bitly.com. Simply paste your URL, click shorten and voila!

Sample Social Media Posts

I'm hosting an event to raise money to help my <dad/ mom/brother/sister...> and the over 6 mil Canadians living with the fire of arthritis. Pls support me! <INSERT LINK TO YOUR FUNDRAISING PAGE>.

6 million Canadians live with the fire of arthritis. It doesn't have to be this way – help me make a difference by supporting me *in* <INSERT EVENT OR INITIATIVE><INSERT LINK TO YOUR FUNDRAISING PAGE>.

Please support me in <INSERT EVENT OR INITIATIVE>. Remember, every donation helps the over 6 mil Canadians living with the fire of arthritis. <INSERT LINK TO YOUR FUNDRAISING PAGE>

Only X months *until* <INSERT EVENT NAME>. Support me and help the over 6 mil living with the fire of arthritis. Please donate at <INSERT LINK TO YOUR FUNDRAISING PAGE>

Join my virtual fundraiser and help me raise money for the 6 million people with the fire of arthritis in Canada. Together, we can do so much – and have fun while we're doing it! <INSERT LINK TO FUNDRAISING PAGE>