# **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 – anyone you regularly contact.

#### 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 5 Easy Steps

- 1. Identify the issue you are trying to address. Example: There are 6 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 <INSERT
  BRIEF DESCRIPTION OF YOUR
  INITIATIVE> and am raising...
- 4. Ask your donor to take a specific action. Example: Will you make a \$50 donation in support of my wife and the 6 million Canadians living with arthritis?

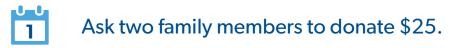


# 5 Days to Raise \$500



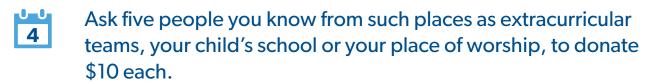
The key to fundraising success is simple: you need to ask! All it takes is 5 minutes a day, for 5 days.

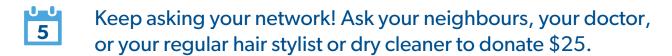
If you are hosting a personal fundraiser and your goal is to collect donations, follow the steps below for 5 days of fundraising!











### Other Fundraising Tips

- Ask your company to match your fundraising.
- Ask for support on social media.
- Once you get the word out using social media, you will be surprised at those who will support you!

