

How to Promote your Fundraiser



The No. 1 reason why people purchase tickets to events or donate is simple *because someone asked them to.*

So get the word out!

✓ **ASK personally**

Share your own story and reason for hosting an event, not just statistics. Connect with your event guests or donors through your personal relationship with them.

✓ **ASK everyone**

Think beyond family and friends to attend your event – 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 hosting <INSERT NAME OR BRIEF DESCRIPTION OF YOUR EVENT> and am raising...*
4. Ask your donor to take a specific action. *Example: Will you make a \$50 donation towards my event 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!



Ask two family members to donate \$25.



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! Ask your neighbours, your doctor, or your regular hair stylist or dry cleaner to donate \$25.

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!