



# Fundraiser Tips

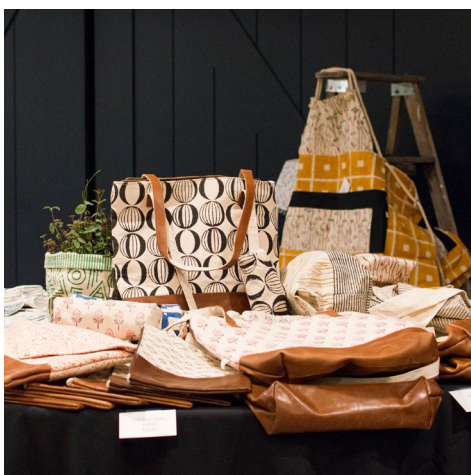
Version 1.3





## Thanks for partnering with Child of Mine!

We often describe Child of Mine like a big international family because over the years, over the many projects, wins, and challenges, people from Canada to India have banded together to do this all together! Our work has been one big team effort and we are so grateful for everyone who has been involved!



# Your fundraiser details:

- 1. Why do you feel inspired to fundraise for Child of Mine?** It's important for you to be really clear on why you believe in this cause in order to encourage other people to join you.
- 2. What about Child of Mine's work specifically do you feel inspired to support?** Do building projects get you excited or the possibilities of post-secondary education for kids when they grow up? Think about a specific part of COM that really tugs at your heart.
- 3. What could you do to fundraise?** What do you enjoy doing? What skills do you have to offer? What is a need you could fill? What is an activity people could join in on?
- 4. How much would you like to raise?** You'll want to find a middle ground between ambitious and realistic. Have faith, think big! But also consider what you feel is possible for your community.
- 5. Who will be joining you?** Are you fundraising as a team or as an individual? Who are you planning to reach out to for support as you fundraise?
- 6. What is your timeline? When will you start and finish this fundraiser?** Consider what you are fundraising for. Does this work have any specific deadlines associated with it? (Example: If you're fundraising for post-secondary students, is there a start of school date the funds are needed for?)
- 7. What will you be asking people for?** Is it the same ask for everyone or will you ask certain people for certain things?
- 8. How much are you planning to give to your cause?** If you ask others to give, it shows you really believe in your cause because you have also given towards it.

# Communication Tips

- **Be honest and upfront that you are asking for something.** Do not lure people in with an invitation that turns into an unexpected pitch.
- **Be personal!** Try not to send out communication that is clearly a mass note sent to everyone you know.
- **Express so much gratitude!** When someone gives to your cause, enthusiastically say “thank you”! Consider sending them follow-up information on the work they have contributed to so they can follow the progress of what they have supported.

## Website Landing Page

Try wix.com for a free page. Squarespace offers paid websites.

1. Clear 1-2 lines describing exactly what your cause is.
2. 3-4 sentences describing how you plan to engage the cause or solve the problem
3. Finish with a clear call-to-action at the end. Is it donate, join a team, sign-up for updates?

## Instagram

Instagram is a story oriented platform. As you live out your fundraiser, post stories about what you're in the middle of doing. Try not to bombard your following with too much outside of this. Use descriptive hashtags. Tag @com\_onefamily (Child of Mine) in case people want to learn more about the organization.

## Facebook

Beyond updating your following, consider using facebook to create a group or an event specific to your fundraiser so people can be invited to that and find all the information in one place.

## Email Newsletter

If people would like to follow your story or progress on a particular project, invite them to subscribe to a regular email update where you send through details on funds raised, project progress, and other stories.

# Fundraiser Ideas



1. **Use your birthday party:** Instead of receiving gifts, ask friends to bring funds for the cause you care about!



2. **Honour a memory:** Create a way for people to give as a way of honouring a loved one



3. **Dinner event:** Cook or order an Indian meal with interesting beverages, dishes, and desserts. Invite your community to attend and communicate your fundraising goal beforehand. Have information and stories prepared to help vision cast what you are fundraising for.



4. **Run for funds:** As an individual or as a team, organize a run to raise funds.



5. **Music event:** Organize a band or hire a band to create a music event. The funds received from ticket sales can include a donation to your cause.



6. **Sell art:** Create drawings, paintings, prints, or crafts that you can sell to raise funds.

## Virtual Fundraising

Forbes, T. (2020, March 15). 20 Virtual Fundraising Ideas During COVID-19 [Updated Spring 2020]: Soapbox Engage: Online engagement software for organizations using Salesforce.com. Retrieved August 24, 2020, from <https://www.soapboxengage.com/blog/1863-virtual-fundraising-ideas>



1. **Virtual activity:** Perhaps it's a run you invite people to do individually at the same time and date. Invite people to take a selfie and post it with the same hashtag so you can collect participants stories.



2. **Virtual gathering:** Over an online meeting platform, invite people to gather online to hear stories about what your fundraising for, to ask questions, and hear from the people who are involved in the work.



3. **Have an online auction:** Collect goods to sell and invite people to bid on the items where all proceeds go to your cause.



4. **Host a creative marathon fundraiser (not running):** Maybe it's growing out your beard to a certain length, committing to listen to "It's a Small World" for a whole day, or standing on one foot for as long as possible!? The idea here is to think of a funny and engaging activity to endure as a quirky way to fundraise.



5. **Online gaming tournament:** Organize an online video games event and charge admission to raise funds.