



SPHERE OF INFLUENCE

➤ WHAT IS A SPHERE OF INFLUENCE?

A sphere of influence is your pool of people that you can reach out to and ask for donations toward your fundraising goal. The first place to start is with family and friends, but have you thought about your employer or your dentist? Anyone you cross paths with could be interested in donating.



PAST SUPPORTERS

Fundraised before? Reach out to people who donated in the past - they are likely to want to donate again!

FAMILY

This could be your mom, dad, grandpa or cousin - and many more depending on who you consider family.

FRIENDS

Close friends, old friends and new friends, see if they want to give to your goal.

COWORKERS

Coworkers are a great pool of people you might forget to ask on a daily basis, but might be excited to be invited to contribute.

NEIGHBOURS

Knock on a door, host a BBQ, or sit on your porch while people walk by.

COMMUNITY GROUPS

Reach out to the local business associations, charitable clubs or other community groups.

COMPANIES/BUSINESSES

Think about your favourite coffee place, bookstore or pet-food store, even your dentist. Don't forget to ask your company if they can contribute or match donations.

WIDER COMMUNITY

Think of the people you run into everyday - your spinning teacher or golf buddy. Even going further and asking for donations via a media source like the newspaper, press release or TV ads.

HOW TO ASK FOR DONATIONS

- Be sincere and honest about why you are asking for donations. Your friends and family members already care about you and know your connection to the cause.
- Those who are willing and able to give, will support you when you ask for a donation, but you will never know unless you ask first.
- For corporate donations, make sure you are talking to the right people. Start with your/the boss and ask them to direct you to the right person or department.
- Know your fundraising history so you can give them a rough idea of what you are asking for. If you raised \$500 last year, see how much they would be willing to match based on that amount.