HOW TO ASK FOR DONATIONS

WALK TO
MAKE CYSTIC FIBROSIS HISTORY

[Image of children participating in an event]
HOW TO ASK FOR DONATIONS

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WHO DO I ASK?
FRIENDS AND FAMILY

Naturally, the first people we think of when asking for donations are our friends, family members and peers. These people know you and understand why you are asking them for donations.

1. Friends, family members and coworkers trust you and understand your passion for the cause. Many fundraisers struggle to ask people for donations as they don’t have a common ground or personal connection with those they are asking. Reaching out to your existing network makes this easier.

2. These are people that you likely interact with on a regular basis either in person, by phone, email etc. This gives you more opportunities to ask them for donations.

3. You likely share values and morals with those you surround yourself with. While you may not always agree on everything, your friends and family will recognize a valuable cause and be more eager to donate.

Tips for asking your friends and family

1. Be sincere and honest about why you are asking for donations. These people already care about you and know your connection to the cause. Making it personal and relating how their donations can change your life encourages them to donate.

2. Be ok with them saying ‘No’. Not everyone will be able to donate to you at the time you are asking, and that’s ok. Thank them for their time and leave it on a positive note. This will make them more likely to donate to you when they have money to spare.

3. Asking the right people is key. You know your friends and family well enough to know if they would be interested in supporting you. If you know someone is not likely to donate, leave them be.
BUSINESSES AND COMPANIES

Many businesses and companies offer a corporate matching program. Asking your employer to match all or part of your donations can double your fundraising efforts in no time!

1. While not all companies offer matching programs, many will offer in-kind products and services. These can be used for raffles or your own fundraising events.
2. If you have a strong connection and good relationship with your employer, you can ask for repeat donations. The walk is an event that happens every year and companies like to reward loyal employees.

Tips for asking businesses and companies

1. Make sure you are talking to the right people. Start with your boss and ask them to direct you to the right person or department.
2. Know your fundraising history so you can give them a rough idea of what you are asking for. If you raised $1000 last year, see how much they would be willing to match based on that amount.
HOW DO I ASK?
CROWDFUNDING

Crowdfunding is one of the easiest ways to ask for donations. Registering online for the walk and sending out the link to your fundraising page via social media, email, etc. is an easy and effective way to get donations.

1. Use the power of social media to your advantage. This is the strongest connection to your network and advertising that you are fundraising for the walk encourages those who are close to you to donate.

2. Crowdfunding is the quickest way to communicate with everyone in your network at once. Posting through social media not only encourages people to donate to you, but also allows them to share your fundraising page with their own networks.

Tips for Crowdfunding

1. Including photos and videos gives your fundraising campaign a personal touch. People like to put a name and face to what their donations are going towards.

2. Telling your potential donors who and why you are crowdfunding allows them to reconnect with you and encourages donations.

3. Keep your donors updated! They have donated to you because they are interested in what you are fundraising for. Letting them know how you are doing and giving them updates on who you are fundraising for allows them to follow your fundraising campaign from start to finish.
FUNDRAISING EVENTS

A fundraising event can be a small event at your home, or a larger community event. Give your potential donors an experience and they will be more inclined to give generously.

1. Check out our various fundraising guides for lots of ideas on fundraising events (www.cysticfibrosis.ca/walk/fundraisingtools).
2. Fundraising events are an excellent opportunity to get donations, explain the cause and why you are fundraising and touch base with your community.
3. In-person interaction and asks can make donors feel more connected to you and the cause.

Tips for Fundraising Events

1. Keep your costs down by asking local businesses for donations (food, venue, prizes, etc.)
2. Be organized and plan ahead.
3. Be prepared for things to go wrong. No fundraising event ever runs without a few bumps in the road. Think of what these potential set backs might be and prepare yourself for them.
4. Get your friends, family or teammates involved to help you. Putting together a committee can help you plan logistics, approach sponsors and ensure the event runs smoothly.
LETTERS

Fundraising letters are a common way to ask for donations from those who you do not see on a regular basis. Living in a world that is increasingly using technology, letters give a personal touch and are an effective way to fundraise.

1. Letters allow you to detail the cause, the need for donations and why you personally are fundraising.
2. Letters allow your potential donors to think about it before making a donation. They don’t feel put on the spot or pressured to donate.

Tips for Letters

1. Keep the letter short and casual. You are likely sending this letter to someone you already know, don’t get too detailed otherwise they will not want to read it.
2. Get to the point of why you are sending the letter. Potential donors will appreciate you being up front and honest about why you are asking for donations.
THANK YOUR DONORS
Thank Your Donors

It is so important to acknowledge and thank those who have donated to you. This shows you appreciate them, not just their donations, and also leaves them feeling good about having donated. The more appreciated a donor feels, the more likely they are to donate again.

Tips for thanking your donors

1. Sending out thank you cards or letters can go a long way in making your donors feel appreciated.
2. Use social media to thank your donors in a public way and remind your network that you are still fundraising.
3. Write emails addressed directly to each donor and include a personal anecdote so they don’t feel as if they have received a generic ‘Thank You’.
4. Learn about what we are investing in. Donors like to know what their donations have contributed to and putting something tangible to a donation amount lets them know how valued their donations are. Visit www.cysticfibrosis.ca/walk to learn about what a donation can do for someone living with CF!
TOGETHER WE CAN MAKE CF HISTORY

OTHER TOOLS/RESOURCES:
• Pledge Form
• Team Captain Guide
• Free Fundraising Ideas
• Holiday Fundraising Ideas
• Team Fundraising Ideas
• Workplace Fundraising Ideas
• How to ask for Donations

WE’RE HERE TO HELP!
Please don’t hesitate to reach out to any Cystic Fibrosis Canada staff member.

We are happy to help!
walk@cysticfibrosis.ca
1-800-378-2233

Good luck and thank you on behalf of all of us at Cystic Fibrosis Canada.

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