



## FUNDRAISING TIPS

*The #1 reason people don't give is because they are not asked.*

*The #1 reason people do give is because it makes them feel good.*

Experience has taught us that if you get your family, friends and co-workers involved you will all have a lot of fun. Use your talent and time and you will reach your fundraising goal very quickly!

### **Email:**

Your participant centre is full of great email templates that you can send out to your contacts. Let family, friends and co-workers know what and why you are taking part in this fundraising event. Share your passion. If they don't respond, then email them again – they may just need a reminder.

### **Seven steps to reach your goal of \$1,000:**

Step 1: Start by supporting yourself = \$50

Ask four family members to contribute \$50 each = \$200

Step 2: Ask two additional family members \$25 each = \$50

Step 3: Ask ten friends to support you \$25 each = \$250

Step 4: Ask five co-workers to donate \$20 each = \$100

Step 5: Ask four neighbours to donate \$20 each = \$80

Step 6: Ask your boss for a company contribution = \$50

Step 7: Send an email to everyone in your address book = \$220

Total = \$1,000 Congratulations - you have raised \$1,000 so that the YWCA Muskoka can continue their turning points programs for women and girls!

### **Get family, friends and co-workers involved by pooling funds:**

Week one: Pool the money you would have spent on purchasing beverages.

Week two: Arrange a potluck lunch one day and pool the money that you all would have spent on lunch for that day.

Week three: Movie night at home! Pool the money you would have spent to go out to a movie that night.

Week four: Offer to pick and take bottles in for recycling – then put the proceeds to a “good cause”.

### **Opportunities with businesses:**

- Ask companies you deal with through work to sponsor you or to put up a poster and run their own fundraising campaign for you.
- Ask businesses you frequent for a donation (doctor, dentist, dry cleaners, etc.).
- Check with your company's human resource department to see if they offer matching gifts.

## **Social Media**

We encourage you to branch out to your social media network to spread awareness, increase donations, and stir up some friendly competition. Post the templates below to attract family, friends and coworkers. Be sure to like/follow the YWCA Muskoka Facebook and Twitter pages and use the #walkamilemuskoka hashtag.

- <http://twitter.com/ywcamuskoka>
- <http://facebook.com/muskoka.yw>

Here are some sample posts that you can use in your social media feeds!

## **Challenge to Donate**

### **Twitter**

- Support me as I #walkamilemuskoka in high heels. Donate to @ywcamuskoka to help end family violence. [ywcamuskoka.com/walk-a-mile-in-her-shoes](http://ywcamuskoka.com/walk-a-mile-in-her-shoes)
- Real men wear heels. End violence against women & girls. Donate to the YWCA #walkamilemuskoka & help reach my goal. [ywcamuskoka.com/walk-a-mile-in-her-shoes](http://ywcamuskoka.com/walk-a-mile-in-her-shoes)

### **Facebook**

- Support me as I walk a mile in high heels at the YWCA Muskoka Walk a Mile in Her Shoes fundraising event. Get your donations in to help end family violence. [ywcamuskoka.com/walk-a-mile-in-her-shoes](http://ywcamuskoka.com/walk-a-mile-in-her-shoes)
- Donate today! Open your wallets for me as I participate in the YWCA Muskoka Walk a Mile in Her Shoes fundraising event. *Your dollars go towards helping prevent violence against women and girls.* [www.walkamilemuskoka.ca](http://www.walkamilemuskoka.ca)
- Men DO wear heels...and take a stand to help end violence against women and girls. Help me reach my fundraising goal of \$1,000 by donating to the YWCA Muskoka Walk a Mile in Her Shoes. [www.walkamilemuskoka.ca](http://www.walkamilemuskoka.ca)

## **Challenge to Walk**

### **Twitter**

- Step up and put your heels on! I'm challenging u to join me sfor YWCA #walkamilemuskoka fundraising event. [ywcamuskoka.com/walk-a-mile-in-her-shoes](http://ywcamuskoka.com/walk-a-mile-in-her-shoes)
- Looking for some manly competition this spring? Join me on for YWCA #walkamilemuskoka fundraising event. [www.walkamilemuskoka.ca](http://www.walkamilemuskoka.ca)
- Should I pick the sparkly pink stilettos or leopard print pumps as I #walkamilemuskoka?

### **Facebook**

- Looking for some manly competition this spring? Join me for the YWCA Muskoka Walk a Mile in Her Shoes fundraising event. Become part of my team, register as an individual or start a team of your own at [www.walkamilemuskoka.ca](http://www.walkamilemuskoka.ca)
- Walk a mile in high heels in Downtown Bracebridge? If I can, so can you! I challenge you to be a real man and join the YWCA Muskoka Walk a Mile in Her Shoes fundraising event. [ywcamuskoka.com/walk-a-mile-in-her-shoes](http://ywcamuskoka.com/walk-a-mile-in-her-shoes)
- Should I pick the sparkly pink stilettos or leopard print pumps when I participate in the YWCA Muskoka Walk a Mile in Her Shoes fundraising event? [ywcamuskoka.com/walk-a-mile-in-her-shoes](http://ywcamuskoka.com/walk-a-mile-in-her-shoes)