

How to Fundraise Online



Set a Goal

Goal-setting for your fundraiser is the first step. Typically \$500 is a good starting place, but choose whatever you feel comfortable with. Once you reach your goal you can update it and keep going!



Donate to Yourself

Jumpstart your campaign by donating to yourself right off the bat. This will not only show that you're a supporter, it will also encourage other donors to give as well.



Tell your story

Including a personal story will help make your page as impactful as possible. Let people know why the cause is important to you. This will help people feel more connected to the cause and will be more likely to give.



Ask via Email and Social Media

You can use your personal fundraising page to email your donors or connect to your Gmail, Facebook, Instagram and/or Twitter to help promote your fundraising efforts.



Follow up

A good strategy is to follow up with your requests. If you've sent the message asking for fundraising support using our fundraising software, you will be able to see who has opened your email and who has donated. Follow up with those who have not donated to remind them of your challenge and goal.



Thank your Donors

Make sure to thank your donors to let them know that you appreciate their contributions and they will be more likely to continue to support your fundraising efforts in the future.

TIP: If you don't feel comfortable asking for donations directly, instead talk about the activity you're doing! Start a conversation about the cause, what inspired you to take a stand, and why you felt it was important to donate your time.

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Day 1. Sponsor yourself \$50 = **\$50**

Day 2. Ask 3 Immediate Family Members for \$50 = **\$150**

Day 3. Ask your 5 Closest Friends to donate \$30 = **\$150**

Day 4. Ask 5 Co-Workers to sponsor you for \$30= **\$150**

Day 5. Email 15 People (extended family, neighbours, etc.) and Ask for a \$20 Donation = **\$300**

Day 6. Ask a Company for a \$100 contribution = **\$100**

Day 7. Ask two businesses you frequently visit for \$50 = **\$100**

\$50 + \$150 + \$150 + \$150+ \$300 + \$100 + \$100= \$1,000

And just like that you've raised \$1,000!