

Tips for Fundraising

Thank you for your support in championing healthy, active kids and healthy schools!

The following are some fundraising tips and thoughts to help support your engagement and fundraising efforts to EMPOWER PHE.

Making the Ask

Asking someone you know for a donation is the most effective way to raise funds ... but asking someone for money is also one of the most difficult for most people. Getting comfortable with the ask comes with time. So, we suggest starting with those you know and are most comfortable with, such as family and friends. From there, you can branch out to colleagues, neighbours, and even general prospects at socials/events.

The only way to get the answer, is to ask the question.

Funny enough, research shows that the most common reason a person makes a donation is because they were asked. People are more likely to remember how they were asked than the name of the organization for which they gave. So, the ask is important.

While in-person has proven most effective, phone calls, emails, and letters are also common approaches to making the ask.

Say Thank You

While the most critical step is making the ask, equally as important is the 'thank you'. While PHE Canada will be following up with donors with a thank you, you too need to be thanking those you approach. If the person you are asking gives, make sure to thank them – thank them for their generosity and their support. If the person you are asking is not able to give, make sure you thank them – thank them for their time and their consideration ... and that you look forward to chatting again in the future. Whether a prospective donor gives or doesn't, fundraising is about building relationships – and a 'thank you' goes a long way in fostering and continuing to build that relationship.

Nothing too Small

We hear it all the time, but it is worth repeating, no donation or fundraising effort is too small. They all make a difference and get us closer to our collective goals.



Know your Donor

The most successful fundraisers know their donors and understand their circumstances. This enables you to customize your messaging and donation request to appeal to their interests and motivations. This includes what amount for the ask is most appropriate, what area of impact may resonate most, when is a good time to ask, etc.

Make it Personal – Share your Story

It's All About Storytelling. Gift giving involves communicating a vision and passion to donors, who in turn will contribute to the cause of healthy, active kids!

Make the funder FEEL! Giving is Emotional!

Build the narrative - Opening > Build Up > Problem > Solution > Result/Impact

This narrative is most easily achieved and felt through personal stories. So, make the donation request your own – why are you raising money, why is this important to you, how has the cause impacted your life?

Listen

Donors need to feel important and valued. Make them part of the process by listening to their stories and their advice. Not only does this allow your donor to feel valued and able to be heard, but can help frame your story, inform the Empowerment Fund, and help further your relationship with the prospective donor.

Set a Goal/Target for Yourself

Setting goals help guide and focus your actions, and helps you sustain momentum and motivation. Set a goal for yourself for the day, week, month, or year. The goal doesn't have to be money raised (though that is a good one), it can be the number of prospective donors you speak to, the number of referrals, the number of brochures handed out, or simply the creation of an action plan. Using the [SMART](#) approach to goal setting, get your fundraising effort off and running.

Get Creative

We are only limited by our own imaginations. While we have provided tips and ideas on how you can engage prospective donors, there are so many more possibilities in how you fundraise, who you approach, the events you throw, how funds are raised, the stories you tell, etc. We don't want to become boring. Creativity keeps funders and donors engaged, and can identify success stories for others.

Don't be Afraid to Ask for Help

Always know that you are not alone in this effort. Whether it be in sculpting a message, designing a postcard, setting up a campaign page, or other – PHE Canada is here to support you in your fundraising efforts. If you need help organizing an event or campaign, please email jordanburwash@phecanada.ca.

Work with fellow EMPOWER PHE Ambassadors in your area. With Ambassadors across the country, they may be champions in your area. Connect, collaborate, and share success stories. We are all working towards the same goal.