



Parkinson Canada

Your fundraiser, your way.

8 Steps to Successful Fundraising

1. Share your story

Whether posting to social media, emailing your contacts, or talking about the fundraiser in person, sharing your personal reasons for creating and supporting the fundraiser makes a really compelling case for your supporters. Customizing your personal page helps, too.

Adding your own photo, telling friends and family about your fundraising goal, and giving the details about Parkinson Canada when they arrive on your personal fundraising page really helps to motivate them to participate in your event and/or make a donation in support of your fundraiser.

2. Own your goal

You just made a commitment to raise a certain amount of money in support of Parkinson's Disease. That's a big deal and it's going to make a big impact. Be **PROUD** of that, **SHARE** it, and put in the **WORK** toward meeting it. If you meet your goal before your fundraiser occurs or ends, you can easily **increase** your goal to show people that you're putting in the work to raise as much money as you can for a cause you support.

3. Start with those most likely to give

If friends and family cannot attend your fundraiser, you can still ask for a donation on your page. People will be more likely to make a donation the closer you get to your goal. Start by making a donation yourself to get the meter moving, and then ask those close to you to do the same!

If you already have donations for 20% of your goal before you ask more broadly, people are more likely to want to support you. Better yet, if you know some donors who give you bigger gifts, they're the ones to really ask for help to get the ball rolling and the meter moving!

4. Share in different Channels

No one will come, if you don't ASK! A few ways to share your fundraiser:

- Email your contact list through the built-in Participant Centre, or using your own email.
- Post information about your fundraiser at work, school, or around your community.



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- Update your social media profiles with a link to your personal fundraising page.
- Share regular updates on your goal, your progress, and your fundraiser on your social media profiles (Twitter, Facebook, Instagram, etc.) to drive traffic to your page.

5. Video storytelling is a great tool

Go beyond the written word! Let people know why you chose Parkinson Canada, and what you hope to accomplish with your fundraiser. Post the video to your personal page and social profiles to share with your friends and followers. First hand story telling can really resonate.

6. Thank your donors and attendees

It's a nice thing to do, for one, and it makes people feel appreciated. Thanking them publicly is a great way to acknowledge them and it might encourage more people to give too! A tagged Facebook post thanking your friends, family, and other donors for their contribution may just be the push your other friends might need to make their own gift.

7. Ask again

Even if your event was the day before, asking one more time does not hurt!

Our research shows that 47% of people say they will give to a fundraiser simply because a friend asked. It also shows that 42% of donations come after their first visit to your online fundraising page, proving that it doesn't hurt to ask again to direct more traffic towards your event.

8. HAVE FUN!

Cliché? Sure. But, fundraising isn't supposed to be hard and it's certainly not supposed to feel like a burden.

You're doing great! Enjoy the journey!