

# 8 Tips

## for General Fundraising



1) Setting a personal and team fundraising goal is an essential part of fundraising. Put it in writing and post it in a common area where everyone can see the progress that your team is making.



2) Appoint a Team Captain who will be able to encourage your team members to be creative and work hard to increase their personal fundraising goals.



3) Theme your Team. Giving your Team a theme can help increase the fun and create a sense of community. Anything will work: Pirates, Hawaiian, Clowns and 70s are just some of the examples that teams have done.



4) Remember to track your donations to ensure every dollar collected is accounted for. An easy way to do this is to register online individually and as a team at [superwalk.ca](http://superwalk.ca) so you can easily track your progress .



5) A simple thank you goes a long way! Always remember to thank each contributor for supporting your cause.



6) Create a list of everyone you want to reach. Include friends, family neighbors, local acquaintances, work colleagues, companies, local businesses, clubs and organizations. Creating a 'SuperWalk Mailing/E-mailing List' will make it easier to send updates, messages and thank you notes.



7) Use upcoming events or get-togethers as venues for discussing your fundraising activities face-to-face. Bring informational materials and pledge forms with you. Or better yet, organize and host your own BBQ, lunch, tea party, silent auction or 50/50.



8) Tell your family and friends how you would appreciate their contribution to your SuperWalk goal in lieu of gifts. It is a win-win situation – the gift giver does not have to go shopping and everyone feels good about helping this great cause!