



1. Your Personal Page

Once you've registered, you can create your own Personal Page on the website to tell your story, post a photo, and of course, request donations. A standard greeting is provided, but personal stories have a tremendous impact. What does this cause mean to you? Why are you involved? Have you or someone close to you been touched by hospice/palliative care? Who are you doing this for? What is your personal goal?

2. Spread the Word!

- Put a donation box on your desk at work.
- Add that you are participating in the Healing Cycle Ride (THCF) and raising money for a great cause in your email signature (with link to your fundraising page)
- Comment on the campaign on your Facebook or Twitter feed.
- Comment on Facebook, Twitter about the event and how close you are to your personal fundraising goal.
- Link your personal page to any website or blogs you contribute to.

3. Lead by Example

Lead by example and make the first pledge yourself. That way, when you approach others for support, they will see your name and contribution and understand how serious you are.

4. Create your list of Potential Donors

Sit down and write down the names of all the people in your life – don't leave anyone out. Your family, friends, colleagues, your hairdresser, the person who sells you coffee every morning, your Facebook friends, the people in your gym classes, the courier who comes into your office.

Use your personal page to email all of these people and ask them to support you. Your donors will also be able to receive tax receipts instantly for their donations. Try and get emails for everybody but in case you can't reach someone by email, ask them to donate to your fund when you see them.

5. Follow-up

A good way to keep people involved in your journey is to send an update newsletter or e-mail to keep everyone informed of your fundraising progress. Don't be shy to send a follow up email to those who haven't donated, or better yet give them a call and ask them to read your email. People are usually happy to give, but they don't always have time to give. A gentle reminder is a good way to catch people who were too busy the first time around.

6. Thank you

Be sure to personally thank each of your supporters for their contribution - a personal touch goes a long way.

7. Events

Events are a fantastic way to raise lots of money while having fun at the same time! Anything, from a dinner party to an auction, a bake sale to a yard sale, can be used as an opportunity to collect money for THCF.

- Shopping Night – ask a store you frequent to give you a percentage of sales on a particular evening and creating a shopping event. Advertise and tell all your friends to come shop there on that particular day. Everyone wins! The store gets new sales, your friends and family get some great new clothes or items while donating to a great cause and it helps you to reach your fundraising goal!

FUNDRAISING TIPS



The
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CELEBRATING  15 YEARS

- Have an event at a restaurant (similar idea to above).
- Throw a BBQ and ask everyone to donate \$20 to come. Provide food and beverage. It's a great way to see everyone!
- Work with a brand to do a sample sale with proceeds going to your team.
- Simple ideas that work:
 - o Car Wash
 - o Bake Sale
 - o Garage Sale – clean out your garage for a good cause!