



# THE Fourth Annual CONKER RIDE



## Fundraising Tips

### Tips to Raise \$1000

Whether raising funds using the online tools or a pledge form, the following tips will help you reach your fundraising goal. Set a goal for yourself and ask everyone you know to pledge to you. Here are a few tips to get you started:

- Put in your own contribution \$50
- Ask your spouse or partner \$50
- Ask 5 relatives for \$50 each (\$250)
- Email 10 friends for \$25 each (\$250)
- Email 5 colleagues for \$20 each (\$100)
- Ask your boss for \$100
- Ask 5 neighbours for \$20 each (\$100)
- Ask 5 local merchants for \$20 each (\$100)

### Congratulations You've Raised \$1000!!!

### Other Useful Fundraising Tips:

#### 1. Set Your Goals High

There is no minimum fundraising requirement for The ConKer Ride participants but don't let this stop you from setting your goals for personal fundraising high. Think of fundraising as a personal challenge but also as a part of the adventure. Think of the lives you are touching and shoot for the stars! The more money we raise, the more good work that Princess Margaret Hospital and SickKids Hospital can do. More research, more patient care, services, and education means more lives saved. So think about a fundraising goal that would be a truly BIG accomplishment for you. Remember the golden rule of fundraising: if you don't ask, you don't get. Aim high. And go for it!

#### 2. Creating Your List of Potential Donors

Sit down with a piece of paper and write down the names of all the people in your life. Family, friends, neighbours, co-workers. Go through your address book. Include your doctor, auto mechanic, relatives, former classmates, your child's teacher, everybody you do business with, your dry cleaner...you get the idea. Think about any people who've asked you for money for a charity before and put them on the list. Don't leave

anyone out. You never know who has been personally affected by cancer and who might be waiting for an opportunity like this to support this cause. Next to each name on your list, write the method by which you will contact this person for a donation. The options are a face-to-face meeting, an email from your Personal Page, and a fundraising letter.

Here are some suggestions as to how to contact the different people on your list:

- **Face-to-Face Meeting**  
For potential major contributors (\$1,000, \$2,000 or more), you will want to set up a face-to-face meeting. Don't be scared to ask for \$1,000. If the donor cannot give that much, they are still likely to give a smaller denomination. Remember if you don't ask, you don't get.
- **Email from Your Personal Page**  
Sending an email from your Personal Page is the easiest and most effective way to fundraise. Send a fundraising letter as an email to the people who are comfortable with computers. This is a great way to network because you can ask your donors to forward your email donation request to everyone they know.
- **Fundraising Letter**  
This will be a letter that you type or handwrite and send in the regular mail. Use this method for people who do not have a computer and would appreciate the personal touch that this letter will give. Once you have received a donation from someone, let them know that their contribution, whatever the amount, is important to you and that you appreciate it. You can also invite your donors to Envy Rides in Mississauga on event day to join in the festivities and to see the results of your hard work in person. After the event you will want to send out an email with some photos, and an additional thank you for your donors' support.
- **Expanding Your Giving Circle**  
You can multiply your donations by giving additional donation forms to your family and friends who have already donated. Ask them to talk to people about your participation in The ConKer Ride and help you ask for donations. With this word-of-mouth in place you'll reach people you never even knew before.
- **Follow Up**  
If you haven't received a response from someone you've asked for a donation, be sure to follow up. Make a phone call or send a quick note to make sure that they haven't forgotten your request. A good way to keep people involved in your adventure is to send an updated email. Keep your donors and potential donors informed of your fundraising and training progress.