

# 4 SIMPLE STEPS TO SUCCESSFUL FUNDRAISING:

1

## SET A TARGET!

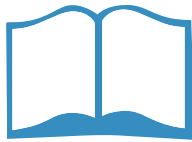
Set your goal high! Nothing feels better than achieving an ambitious goal for a meaningful cause.



2

## SHARE YOUR STORY!

You are embarking on a fun and important journey – engage those around you by telling them why fighting cancer matters to YOU. Don't forget to include your story on your online fundraising page!



3

## IF YOU DON'T ASK THE ANSWER IS ALWAYS NO!

- Make a list of all of the people you plan to reach out to. Your family and friends are a good place to start, but also think about your neighbours and the people you work or go to school with. You can even consider individuals in your community such as your doctor, dentist or trainer.
- Once you've finalized your list, take advantage of the email tools in your online fundraising centre and start making reaches. The key is to begin early and follow up – if you don't get an answer, you might lose out on a pledge.
- Promote your personal fundraising page through social media – Facebook, Twitter and LinkedIn are all powerful tools that will help you to reach a larger audience in a short period of time. Be sure to craft a unique message, as you'll need to captivate the attention of a potential donor with a simple post or tweet.
- Check with your employer to see if they make donations for the charitable efforts of their employees. Many corporations are involved with giving back to the communities in which they operate and make it a priority to support causes like Put Cancer on Ice.

4

## HAVE FUN!



Get creative with your fundraising efforts and enjoy the ride along the way!

- ✓ Are you planning on inviting your friends over to watch the game? Why not ask them to contribute to your fundraising goal instead of bringing beer?
- ✓ Be original and take a chance! In the words of Wayne Gretzky, "You miss 100% of the shots that you never take".



From start to finish, the volunteer organizing committee is thrilled to be able to support you. If you have any questions, concerns or comments about fundraising for Put Cancer on Ice, please don't hesitate to contact me at any time.

Sincerely,  
Ontai Lai  
Volunteer Fundraising Chair  
ontai.lai@gmail.com  
416-875-3380