

FUNDRAISING EVENT TIPS

We are happy to work with you to help achieve your personal fundraising goal. We can help you develop your Personal Fundraising Plan, offer ideas, suggestions and encouragement. Here are some great tips to get you started:

1. Just Ask

Ask everyone you know. The generosity of your family, friends and acquaintances will amaze you; they want to support you in achieving your goal!

2. Share your story

People are more likely to donate if you clearly articulate why a cause is important to you and why the Canadian Diabetes Association needs their support. Explain how diabetes has touched your life and why you have made the commitment to fundraiser for the Association. If you require information about diabetes and its effects on your community, please ask us.

3. Develop a fundraising plan and schedule

A fundraising plan should be completed as soon as you have registered your event to give yourself ample time to reach your goal. Incorporate personal deadlines into your plan and regularly evaluate how it is working. If you are depending on an event to raise a significant portion of your fundraising target, it should be scheduled early in your campaign.

4. Consider your strengths

Focus on your strengths. If you are not comfortable approaching local businesses and corporations, focus on individual requests.

5. Send in your donations as you receive them

Your donors will receive their tax receipts in a timely fashion and we will be able to monitor your progress toward your fundraising goals. Encourage your donors to donate on-line as electronic tax receipts are issued automatically and their donation will be displayed on your campaign immediately.

6. Thank your donors

It is important to express your gratitude and share your personal success after the event in a timely fashion. Donors will appreciate the importance of their support and will be more likely to donate to a future campaign.