



# The Great Canadian Splash for Kids

## Participant Handbook



# FUNDRAISING 101

---

**GET STARTED TODAY!** The more you raise, the more dreams we can fulfill for kids in Canada living with severe physical disabilities or life-threatening illnesses.

- Log in to your Participant Centre (*Splash Central*) and personalize your fundraising page
- You have already donated to help kick start your fundraising – good job!
- Make a list of all your contacts and start asking for donations
- Plan an online fundraising event for your network!
- Contact Sunshine’s Chief Splash Officer for assistance with any of the above, or to brainstorm ideas.
  - [events@sunshine.ca](mailto:events@sunshine.ca)

## Your Participant Centre:

Getting started is as easy as **1-2-3**:

**Step 1:** Personalize your fundraising page with a great message to let everyone know WHY you’re making a splash to raise funds for The Sunshine Foundation of Canada. Participants raise even more money when their page is personalized with a photo and story!

**Step 2:** Invite all your friends and family donate or ask them to join you! Fundraise as individuals or start a team!

**Step 3:** Start fundraising! Check out your thermometer to track your progress.



# FUNDRAISING 101

---

## **Fundraising:**

*Flex Those Fundraising Muscles!*

### **Just ASK**

Sounds simple, but the number one reason people don't donate is because they weren't asked.

*Suggested messages:*

- 1) I am participating in The Great Canadian Splash for Kids and I need your help! Please consider donating to help me reach my goal of <\$GOAL>. Throughout the month of August, we will be completing fun water-themed challenges but first I need your help to achieve my FUNdraising goal. <LINK TO PERSONAL PAGE>
- 2) Hi friend, I need your support! This August I'm making a splash and fundraising to support The Sunshine Foundation of Canada which helps make life-changing dreams come true for kids living with severe physical disabilities. Can I count on you to help me reach my fundraising goal? <WHY YOU ARE PARTICIPATING>. With your help, I hope to raise <\$GOAL>. <LINK TO PERSONAL PAGE>

### **Follow up! Don't be afraid!**

Everyone is busy and sometimes all people need is a friendly reminder. It takes two minutes to send a follow-up note and it can really boost your fundraising.



# FUNDRAISING 101

## Be Social

Social media is a great way to show your network what you believe in and it's also a fantastic way to ask your online friends for support. The best part about social media is that Sunshine's mission might really connect with someone and you'll be surprised who donates.

- Use social media to your advantage
- Ask friends to share your story if they are unable to donate - use their networks to broaden your ask
- Be authentic & real! Ask like you mean it!
- Share Sunshine's Splash for Kids content
- Share updates about your fundraising and challenges on our social media pages @SunshineFound and tag #SplashForKids
  - How you are getting ready, how you are participating
  - Be creative! Test out your Photoshop skills!

### *Suggested Message:*

I need your help!!! This August I am taking the Splash for Kids Challenge and fundraising to support @SunshineFound. I need your help to reach my fundraising goal! #SplashForKids





## RAISE \$500 IN 7 DAYS

### How to Raise \$500 in 7 Days

Day	How to Achieve My Goal	Total
1	Start with your own donation of \$50 (self-pledge!)	\$50
2	Ask 3 family members to sponsor you for \$25	\$75
3	Ask 5 friends to sponsor you for \$20	\$100
4	Ask 5 co-workers to sponsor you for \$10	\$50
5	Ask 5 neighbours to sponsor you for \$20	\$100
6	Ask your boss for a company contribution of \$50 and ask if your company has a corporate matching gift program	\$50
7	Get creative and trade home made talents for donations. Examples include baking desserts, BBQ, drawings or paintings, links to new music playlists, build birdhouses etc.	Trade 3 things at \$25 each
Total		\$500

### LET US KNOW IF YOU NEED HELP!

We are here for you every step of the way. Together we are dipping our paddles into the digital stream to make dreams come true!

• [events@sunshine.ca](mailto:events@sunshine.ca)