

# FUNDRAISING 101



**GET STARTED TODAY! The more you raise, the more lives we can change for kids in Canada living with severe physical disabilities.**

- Log in to your Participant Centre (*Splash Central*) and personalize your fundraising page.
- Make a list of all your contacts and start asking for donations.
- Plan a 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:

### 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 to donate or ask them to join you! Build your team to compete in the Splash Challenges, complete the Splash-tivities, and raise funds.

### Step 3

Start fundraising! Check out your thermometer to track your progress. By reaching the top team fundraising milestone (\$6,000), your team will **fund a dream in 2023** and change the life of a child living with severe physical disabilities!

# FUNDRAISING 101



## *Flex Those Fundraising Muscles!*

### **Just ASK**

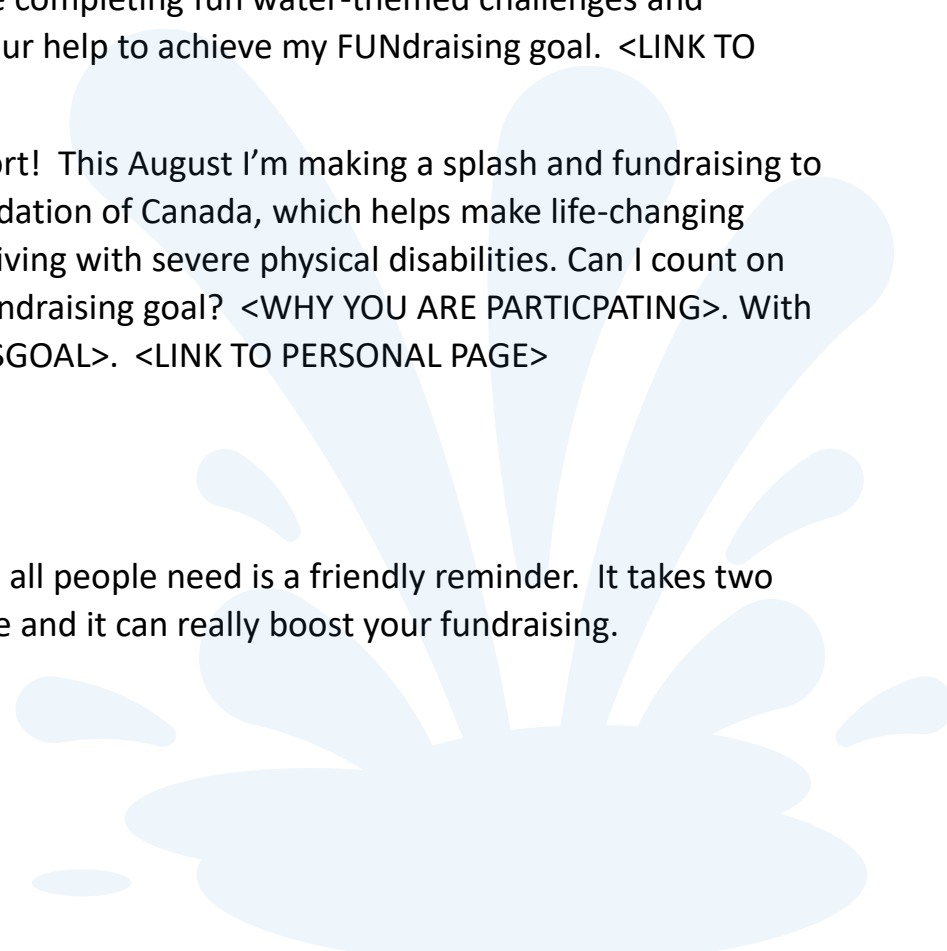
Sounds simple, but the number one reason people don't donate is because they weren't asked.

#### *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 and activities, 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 PARTICPATING>. 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



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, challenges, and activities on our social media pages by following @SunshineFound, tagging @SunshineFound, and using #SplashForKids on Facebook, Twitter, and Instagram.



## *Suggested Message:*

I need your support!!! This August I am participating in Splash for Kids and fundraising to support @SunshineFound. Help me 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)

# Workplace Fundraisers



**Get your whole office involved with these workplace FUNdraising ideas!**

- Casual Friday
- Office Pub quiz night
- Hold office Olympics
- BBQ day
- Bingo
- Silent Auction
- Casino Night
- Pancake Breakfast Fundraiser
- Comedy Night
- Pie Throwing Fundraiser
- Dodgeball Tournament
- Car Wash
- Dunk Tank
- Water Fight
- Virtual Cutest Pet Contest – vote with dollars
- Food Truck Fundraiser
- 4-Day Work Week Auction
- Lip Sync competition
- Talent Show
- Jersey day
- Bake Sale
- *Anything else you can think of!*





# Community Fundraisers

Try out some of these FUNdraisers with your community.

## Pledges for Donations

Let your network know that you are fundraising for #SplashForKids. Tell them you will do any of these things if you hit your fundraising goals. (Or come up with any of your own ideas!)

- Cut or dye your hair
- Run or walk a certain amount of KM
- Switch clothes with your partner and do a photo-shoot
- Do a lip-sync battle to a song of the donor's choice
- Post a video covering a song of the donor's choice
- Sit in an ice bath for a certain amount of time
- Make a TikTok or Instagram Reel
- *Anything else you can think of!*

## Community Events

Host one of these events (or an idea of your own) with your friends, family, community, or corporate team!

- Backyard movie night
- Block party
- Community potluck
- Bake sale
- Clothing swap
- Garage sale
- Community BINGO
- Car Wash
- *Anything else you can think of!*