

# Fundraising guide

Thank you for helping us make an impact on research, education and the enhancement of patient care at UHN. Use this handy guide to reach your fundraising goals!

## How to fundraise



### Fundraise online:

Start by setting up your fundraising page by logging in to your [Participant Centre](#). Your fundraising page is an easy way to:

- Share your story and track your progress
- Create a custom fundraising URL to send people directly to your page
- Send emails to your network to ask for donations
- Send thank you emails to friends, family and other supporters who have donated



### Fundraise offline:

It's good to think outside the box. Here's a list of creative [fundraising ideas](#) that can be done individually or with a group. Try one of these ideas at work, school or in your community!



### Submit offline donations:

Download the [fundraising donation pledge form](#) and use it to record your supporters' information and submit all cheques\* and cash donations by mail to our address below. Donations more than \$15 will automatically be issued a charitable tax receipt.

**DID YOU KNOW?** Individuals who raise money both online and offline raise more than those who fundraise just one way.



**\*Please make all cheques payable to UHN Foundation. In the memo field include your name and 'fundraising'.**

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# Essential fundraising tips

- **Create a plan:**  
Start by setting your fundraising goal and plan how to reach it (emails, social media, text messages, phone calls, company matching gift etc.).
- **Share your story:**  
Share the reason you are fundraising and why you've chosen to support UHN Foundation and any personal connection you may have. Let your passion shine through.
- **Share your page:**  
Include the link to your fundraising page in all of your communications to make it easy for people to donate. Try adding it your email signature or include a reminder in your voicemail message.
- **Take it social:**  
Use social media to amplify your efforts and broaden your reach. Share posts and pictures with your fundraising page and ask people to support you. Take a quick selfie or video and share your progress. Remember to tag @uhnfoundation!
- **Keep people informed:**  
Provide updates throughout your journey by sharing progress photos, personal stories, and progress in your fundraising totals. When you are at 90 per cent of your goal, follow up with your network and ask them to help get you to finish line.
- **Follow up!**  
Continue to remind those who have yet to donate. People just need reminders, so don't be afraid to repeat yourself. Texting is much more convenient for some people.
- **Give Thanks:**  
Make sure to send a 'thank you' to those that have supported you – whether that's on social media, email, text, or a call.

**TOP TIP!** A handwritten note goes a long way!



# Setting the stage for success

## How to ask? We've got you covered:

**1. Tell people what you are doing**

"I am fundraising to support \_\_\_\_\_ at UHN."

**2. Tell them why you're doing it**

Share the reason why you're choosing to give back. Sometimes people need to identify with a personal story to feel inspired to donate.

**3. Ask for a donation and make it specific**

"Please support me by donating \$30."

People may not know how much to give, so requesting a specific amount, like \$30, \$50 or even \$75 can be beneficial.

**4. Tell them how**

"Visit my fundraising page to donate online, the link is..."

"You can make a donation with cash or cheque"

## Reaching your fundraising goal is easier than you think!

### EXAMPLE: HOW TO RAISE A GOAL OF \$500

Self-donate	\$50
Ask 4 relatives to give \$50 each	\$200
Ask 5 of your closest friends to donate \$20 each	\$100
Ask 2 neighbours for \$25	\$50
Ask 5 co-workers for \$20 each	\$100

▶ **TOTAL  
\$500!**



# Fundraising checklist

## When you sign up:

- Familiarize yourself with the Participant Centre and the tools to help with your fundraiser.
- Customize your fundraising page with a photo and share your story. This small step makes it likely for people to give!
- Set your fundraising goal
- Make a personal donation to kick-start your fundraising. When others see that you're committed to the cause, they'll be more likely to support you
- Personalize your custom fundraising URL (eg. [uhnfoundation.ca/goto/MyFundraiser](http://uhnfoundation.ca/goto/MyFundraiser))
- Send out your first fundraising email or text your network to ask for support

## During your fundraiser:

- Share your initiative on social media and link to your fundraising page
- Follow up with anyone who has yet to donate and thank those who have
- Follow @UHNFoundation on Facebook, Twitter, and Instagram and get ready to tag us in your posts
- Collect any cash or cheque donations and mail in with the fundraising donation pledge form



## Questions? Let's talk!

**WE'RE HERE TO HELP.** Check out our [FAQs](#) or connect with us at [fundraise@uhn.ca](mailto:fundraise@uhn.ca).

**When UHN and donors work together believing anything can happen, it does.**