

CELEBRATING **35 YEARS** OF SERVICE IN THE COMMUNITY



SOCIETY

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[www.transitionhouse.net](http://www.transitionhouse.net)

## Fundraising Tips & Ideas



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### Why people donate...

- Because they know you and see how passionate you are about the cause
- Because they believe in the cause
- Because you asked
- Because they or friends/family experienced relationship violence
- Because they have a direct interest—work related or hobby—in running or walking in marathons, fundraising, or non-profit events
- Because their friends made a donation
- Because they have a relationship with your company (clients, suppliers)
- Because they want to give back to the community

## Fundraising Tips...

- Ask your friends and family members when you speak one-on-one
- **Share what you are doing with a large group of family and friends in a social setting** (i.e. family gathering, volleyball night, watching a hockey game, etc.)
- **Speak with conviction and detail about the event and cause**
- Always have donation forms on you and be ready to give information
- Create an **Online Giving Page through Canadahelps.org** and send the link to relatives near and far. Keep this email group up-to-date with reminders every few weeks and updates on your fundraising and training progress (It is an easy way to send an email 'ask' to people to support the cause. On average, people tend to make a larger donation online than having been asked in person!) **See steps to create your giving page and sample content and templates on the last pages.**
- **Be informed about the cause**, the history and future of the event
- **Don't assume that someone can't afford to give**—ask all of your friends and family. If you ask someone and they seem hesitant, you can always say, **"It's not so much the amount, but more so the participation. Even \$10.00 will help."**
- **Ask via email.** It's best to ask when sending a personal email. Drop in an 'ask' at the end of your email. **As a part of your email signature and footer, add a line that says,** *Thanks to everyone who has supported my fundraising efforts through the GoodLife Fitness Victoria Marathon for the Victoria Women's Transition House Society. So far I fundraised \$\_\_\_\_\_ and my personal goal is \$\_\_\_\_\_. If you would like to donate, please email me at \_\_\_\_\_ or visit [www.transitionhouse.net](http://www.transitionhouse.net)*

**i.e.** Thank you to:  
Joe Donor  
Joanne Donor

- If you have a **personal reason** for participating in the event, personalize your fundraising efforts and let your friends know that you're dedicating your participation to a loved one or giving back to the community that played part in your own life change
- Combine more than one fundraising idea at one event (i.e. 50/50 draw at a Karaoke night)
- Be sure to **advertise your fundraising events early and well (advertise a month and a half prior and send out email reminders every week)**

## Creative Fundraising Ideas...

- Plan a pub crawl, limit your overhead costs as much as possible (emphasize the cause to the pubs to get the best cover charge possible)
- Host a Party:
  - **Playoff hockey game with appetizers every week during playoff season**  
i.e., \$10 X 10 people = an easy \$100  
(Try to keep your food cost below 20 per cent)
  - **Pay-per-view UFC match with appetizers**  
i.e., \$15 X 10 people = an easy \$150  
(Try to keep your food & pay-per-view costs below 20 per cent)
  - **Poker Tournament with appetizers once a week for 10 weeks**  
(seek out a sponsor to donate a prize for the most consistent winner and award the prize at the end of the 10 weeks)  
i.e., \$20 buy-in X 10 people X 10 weeks = \$2000
  - **Four Course Dinner Party**  
(If you're not a chef extraordinaire, ask someone that you know if is to donate their cooking time to your cause)  
i.e., \$30 X 10 people = an easy \$300  
(Try to keep your food cost below 20 per cent)
- Barbeque
- Car Wash with hamburgers and hot dogs
- Create an office pool based on which team member will bring in the most amount of money. Seek a sponsor to provide a prize for the office pool winner. Each participant in the office pool pays \$20 to participate.
- Sell tickets for bar entrance and receive proceeds from cover & tickets (Ask Elissa for contacts)
- 50/50 at sporting events
- Garage Sales

**PLEASE CONTACT ELISSA IF ANY ACTIVITY REQUIRES A GAMING LICENSE  
i.e., 50/50 draw or poker**

## Online Giving Page How-to...

- Go to [www.canadahelps.org](http://www.canadahelps.org).
- Click on Giving Pages in the top right box.
- In 'Your Giving Page' box at the middle right of the page, click 'Create a Giving Page'.
- If you already have a Giving Page account with Canadahelps.org, proceed to login and follow the steps to set up this year's Giving Page.
- If you do not have a Giving Page account, proceed to 'Register with Canadahelps'.
- Follow the steps over the next few pages.
- There is limited word space on your Giving Page; I suggest you make your Giving Page content brief, and you elaborate more in the email you send (See examples and templates below).
- Ensure you save your giving page link, which is the same link as when you click to view your page prior to finalizing it.
- You will send this link out with your emails.
- To manage and update your Giving Page, simply follow the first steps above to login to your Giving Page; see 'Manage your Giving Page' to make updates and changes.

## Giving Page Content Template...

Thank you for visiting my Giving Page. Your contribution will support Victoria Women's Transition House's 35th Anniversary Campaign to End Violence Against Women, and the immediate needs at the 24-hour 18-bed Emergency Shelter.

Each year, over 2000 women and children access the services offered by Victoria Women's Transition House Society. These programs include the Emergency Shelter and 24- hour Crisis Line, Non-residential Counselling and Children's Programs, Spousal Assault Victim Support Programs, Community Education, and four weeks of Children Who Witness Abuse Summer Camp.

Our team goal is \$50,000 with a membership of 100; would you like to run or walk with me to end violence against women?

Sincerely,

## Email Example...

Thank you for your time to have me share with you a cause that is dear to my heart.

On October 10, 2010 I will be walking/running in the GoodLife Fitness Victoria Marathon 8km Road Race for the second year in order to raise funds for the Victoria Women's Transition House Society (VWTHS). I am participating in this event to raise awareness of abuse and violence against women. I have chosen to walk for the VWTHS because of a personal connection involving a family member and a couple of friends who over the years have benefited from what VWTHS has and can provide in the way of support and programs involving relationship abuse and violence. Their experiences have made me more aware of the importance of having a safe caring place to stay, support, hope and change for tomorrow.

Last year I fundraised \$1350.00 thanks to your generous donations. This year my personal goal is to triple that amount. If you would like to donate, please visit <http://www.canadahelps.org/gp/XXXX> or email me at janedoe@yayaVM.com. For more information about the Victoria Women's Transition House Society please visit their website at <http://www.transitionhouse.net/>.

Whatever you can give, your contributions will make a tremendous difference to someone who is very deserving of your help. Using the online giving page through Canadahelps.org will provide you with a safe and easy way to donate, and it will automatically provide you with a charitable tax receipt that you can print out.

Thanks to everyone who has supported my fundraising efforts through the GoodLife Fitness Victoria Marathon for the Victoria Women's Transition House Society.

Warmest regards,