

The Maison Sault-Saint-Louis, palliative care residence Walk 2nd edition



Make your fund-raising efforts
a success in 5 steps

1

Personalize your page

Add a photo or image, tell your story. Explain what motivates you to participate in the MSPSSL Walk. People are more likely to be generous if they understand your motivation.

2

Make a list of your contacts

Make a list of everyone you know. Don't forget anyone: family, friends, work contacts, neighbours, doctor, banker, accountant, etc. The number of donations you collect is closely related to the number of people you reach out to.

3

Send an email

Send an email to your contacts asking for their support. Don't forget to include your motivation for participating in this event. Share the link to your personal fund-raising page that you will have created on the Walk website. Don't be afraid to follow up to get a response or commitment. It often takes a few follow-ups to avoid being forgotten.

4

Use your social networks

Send a personal message to friends. Update your status on a regular basis and ask for support from your contacts. Share the good news about your campaign and don't forget to include the link to your personal page. Use the visuals available in the Participant's Kit section of the MSPSSL Walk website.

5

Thank your supporters

Take the time to say thank you to people who give you a donation. Once the event is over, share photos of the event with them and on your social networks.

Many promotional tools are available in the Participant's Kit section of the Walk web page: posters, Facebook banner, email signature, etc. Feel free to use them and share them with your team members.