



TIPS FOR A SUCCESSFUL FUNDRAISING CAMPAIGN

1. Set a goal

The goal is to raise \$1,000 per team (\$200 per participant). Of course, nothing prevents you from going beyond this objective. The Foundation has implemented different programs to assist you with your fundraising. We will contact you at different stages of your campaign to provide support and motivation.

2. SHARE YOUR EXPERIENCE

Explain why you decided to participate in this event and why you are collecting money for the Vaudreuil-Soulanges Palliative Care Residence Foundation (VSPCRF). What does the Residence represent for you and for those at the end-of-life? You can share this information on your personal page located :

<https://www.imakeanonlinedonation.org/fmspvs/campaign/Marchewalk>

on social media, making sure to add pictures. Sharing one's personal experiences and own emotional stories is what makes pages interesting.

3. Start today

Start collecting money months in advance. The sooner you start, the more time you will have to reach your goal, and the more attainable it will seem.

4. Prepare your fundraising campaign

Gather all the tools at your disposal: donation form, donation form for family and friends, corporate donation form, solicitation letter, solicitation email, thank you letter, email signature, etc. Go the Tool kit section of our Web site to download everything you need.

We suggest that you make the first donation yourself. That way, when the donors see your name and the amount of your donation, they will understand just how important the event is to you and will be more likely to follow your lead with a generous donation!

Identify your prospective donors: family, friends, colleagues, professional service providers (dentist, pharmacist, real-estate agent, accountant, mechanic, hairdresser, etc.), municipal councillors, social clubs (e.g.: Daughters of Isabella) and any other person in your contact list who would be likely to support your fundraising campaign. Determine specifically how you plan to approach them and ask for a donation. Consult this section of our site to download customizable templates or simply to get inspired.

- Virtual meeting (via Zoom, Teams, Skype or other)
- Email • Solicitation letter
- Social media: share your participant page on Facebook, Twitter and LinkedIn
- Phone call

Donations can be made **online** via a secure platform. Those who donate online immediately receive a receipt for income tax purposes.

Donations made in **cash** or by **cheque** must be accompanied by a duly completed form so that we can issue receipts for income tax purposes.

*Make sure you hand in cash and cheque donations to the Foundation quickly so they can be processed and added to the donation thermometer on your personal page. You can email us at cgirard@mspvs.org to schedule an appointment.

**Donations made by cheque can be mailed in along with the duly-completed donation forms.

***Please inform donors to expect a few weeks' delay before receiving their income tax receipts by mail.

5. Perform follow-ups and provide reminders

Use your list to follow-up with people you have already solicited. By soliciting them again, you are showing how committed you are to the cause and how determined you are to meet your objective.

Using different means of communication to contact the same people is also a good idea. For example, you might send an email first and follow up with a phone call.

6. Be optimistic

Enthusiasm is contagious! Ask for donations with a smile and show people how excited you are to participate in The Walk.

7. Include the link to your personal page on our Web site in your email signature

By adding a link to your online donation page in your signature, you might receive some unexpected donations, which are always appreciated!

8. Persevere

Ask as many people as you can among your friends, family, loved ones, colleagues, etc.! Promote the event everywhere you go and consider everyone you meet as being a potential donor.

9. Check to see if you have access to a donation-matching program

It is important to contact your company's Human Resources department to find out if you have access to a corporate donation matching program. If your company does have such a program, it will make a donation that matches the amount you have raised. Make sure to get the proper donation form and hand it in along with your donations. It's an easy way to double the amount of money you raise for the cause.

10. Stay motivated

Don't be afraid of refusal. People donate to lots of different organizations and might not be able to give you anything this time. Don't be insulted if they refuse to donate. Simply thank them and suggest that they get involved in the cause next year.

11. Stay in contact with donors and thank them

You can :

- send emails to your donors to inform them of your progress;
- send them thank you notes as soon as you receive a message that a donation was made;
- thank all your donors after the event and inform them of the amount you raised as well as the total amount raised during the activity.

12. Have fun

Keep in mind that everything you are doing will help make the final days of our patients easier for them and for their loved ones. Thank you!

For more information, feel free to contact the Foundation by phone at (450) 202-2202, extension 123 or by email at cgirard@mspvs.org.

With all that in mind, you are ready to kick off your campaign. Don't wait a day longer! The earlier you start, the more likely you are to meet your objective.

We wish you the utmost success.

The team at the Vaudreuil-Soulanges Palliative Care Residence

