

LA MARCHE



THE WALK



MAISON DE SOINS PALLIATIFS
PALLIATIVE CARE RESIDENCE
VAUDREUIL-SOULANGES

Successful fundraising in 5 easy steps

- 1 Personalize your page**

Add your picture and tell your story. Explain what connects you to the cause and the reasons you wish to take part in The Walk for the Residence. People will be more likely to donate when they understand what is motivating you to participate.
- 2 Draw up a list of your contacts**

Draw up a list of all the people you know. Don't leave anyone out: family, doctor, banker, accountant, friends, professional contacts, neighbours, etc. The number of donations you receive depends largely on the number of people you contact.
- 3 Send an email**

Email your contacts to solicit their support. Remember to tell them about your story and explain your motivations. Share the link to your personal fundraising page. Don't hesitate to ask them again and again. You will often have to contact people a few times before getting a donation.
- 4 Use social media**

Send a personal message to your friends. Update your status as often as possible and ask your contacts for support. Share good news about your fundraising campaign and remember to include a link towards your personal page. Use the visuals available in the *Fundraising* section of the Web site created specifically for The Walk.
- 5 Say "Thank You"**

Take the time to thank you donors. After the Walk, send them pictures of the event.

Make use of the many promotional tools available to you in the *Fundraising* section of the special Web site created specifically for The Walk: a Facebook banner, an email signature, posters, email templates, etc. You are welcome to use them freely.