



WE'RE
ONE TEAM
VS. **ALZHEIMER'S**

Fundraising Tips to Help You Reach Your Goal

Here are some helpful recommendations to make your fundraising journey much easier!

Speak to Your Employer!

- Don't be shy – ask your colleagues and business contacts to support you in your fundraising efforts.
- Do not forget about a corporate matching gift program, which can double your efforts quickly.

Use Our Online Tools to Help!

- E-mail all your friends and family with the Pro-Am's pre-written notes, which are suitable for multiple asks.

Customize Your Personal Fundraising Page

- Post your photo, tell your story, why is this cause important to you?
- Increase your fundraising goal, once you hit your initial target!

Send A Text Message

- People like CONVENIENCE! Create a simple, yet engaging text message with a link to your donation page, and send it to your contacts to ask for support.

Social Media

- Use your social media channels such as Facebook, Instagram and Twitter to tell people about your incredible fundraising efforts with a link to your donation page.

Tried & True Techniques

1. Highlight benefits to your donor such as receiving free tournament tickets, so they can meet all of the alumni.
2. Ask your friends/colleagues to give you their morning coffee money, a \$5 donation still goes a long way.
3. When you are 10% from your fundraising goal, follow up with your network and ask them to get you to the finish line.
4. Be persistent. E-mail, e-mail and e-mail again until you get your donation.
5. Personally, THANK all your donors, no matter how small the donation may be.

TITLE SPONSOR

Scotiabank

Baycrest

FEAR NO AGE™