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Fundraising Tips

for Team Captains



So You've Signed Up to Fundraise, Now What?

You've signed up as a team captain in a peer-to-peer fundraising event, taking the very first step to support a cause you love. Now it's time to put your dream team together and get fundraising, but where should you start?

Whether you're participating in a run, walk, bowl-a-thon or something else, there are many things you can do to inspire your teammates to participate, keep them motivated, and raise funds for the cause you love. If you're just getting started, there can be a lot to learn, but it's easy and fun!

The first few days of joining a peer-to-peer fundraising campaign are key. Starting your fundraiser early maximizes the time that potential donors have to donate and allows you room to experiment, work through any learning curves, and seek fundraising help from the charity if you run into any roadblocks.

Make sure you hit the ground running by taking some time to review the following fundraising tips and best practices that have been shown to make a difference. The more of them you try, the higher your chances of succeeding. We're counting on you!

First, Get Your Fundraising Page in Tip-Top Shape

Before you start asking for donations and inviting people to join your team, evaluate your fundraising page and ensure it hits the mark for both visual and emotional appeal.



Set a SMART fundraising goal, if you haven't yet. Make it specific, measurable, attainable, realistic and timely. Your goal should be high enough to encourage donations and motivate your team, but low enough so it's not unattainable. Establishing a goal will allow people to track your progress, and allow donors to see how much their donation helped you toward reaching your goal. If you're about to reach your goal far ahead of the deadline, you can try increasing it to inspire more people to donate.

A strong page name goes a long way. Grab attention from the second someone lands on your fundraising page. Try choosing a page name for your fundraiser that includes call to action words, such as "Please Help", "Join the Fight" or "We Can Stop". Convey the need the campaign will support, such as "Join the Fight to End Hunger."





Use photos and videos. Photos and videos are great for connecting with people. Sharing photos and videos related to your fundraiser gives people a way of visually connecting with the cause and will help increase the amount of donations you receive.

Share your fundraising story. Sharing your personal connection to the fundraiser helps others connect with the cause, and provides motivation for them to donate. To craft a hard-hitting page description, ask yourself why you're participating, why this cause is important to you, and what the impact of the cause is on the environment, community, etc.



Make the first donation. Start your fundraiser by donating yourself! This sets the tone and creates momentum for future donations.

Ready? Set? Go! It's Time to Start Fundraising



Invite your friends, family and colleagues. If you're using the CanadaHelps Peer-to-Peer Social Fundraising tool to manage your team and fundraise, you can use the built-in tools to invite people to join your team. Don't be afraid to follow up with a phone call or give a friendly nudge if a few days have gone by without a response. Tell them why the cause is important to you and why you felt inspired to join and make a difference.



It all starts with the ask. Very likely, the people close to you will be eager to help if they know how important the cause is to you. Send a personal email, text message, social message, etc. to your friends and family. Mention your participation and personal goals at your next family gathering or in the break room at lunchtime. If they seem interested, follow-up with an email that includes the direct link to your fundraising page.



Hold mini-challenges for milestones. Offer fun challenges that you will complete at certain milestones, such as posting a funny throwback photo of yourself at \$500 donated, or dying your hair a fun colour at \$1,500 donated!



Share on social media. Sharing posts on social media is a fantastic way to bring awareness to your fundraiser. Social media can be used to share updates, photos, and both the short and long term outcomes of your fundraiser. Connect with your network by sharing your inspiring, personal stories that are related to the cause and upload lots of photos and videos before, during and after the event!



Don't forget about email. Email is a great way to send personalized messages to those who have personal connections to your fundraiser, or those that you think would be interested but don't use social media.



Share the impact of a donation. Will \$10 buy dinner for a family? Will \$20 buy someone a coat for the winter? Share this in all of your communications because people tend to give more when they know exactly how their donation will make a difference.



Reach out to people in your extended network. Try reaching your extended network through friends, family, or co-workers. Having someone share your fundraiser with their network expands your reach to people who you may not otherwise find.

Keep the Team's Momentum Going

Once you have your team in place, ensure you're available to answer any questions your team has. Keep them motivated with encouraging messages that you can quickly and easily send directly from the CanadaHelps Peer-to-Peer Social Fundraising platform. Great touchpoints include times when they have:



Joined your team

If you've noticed a team member has joined your team but not received a donation after 3 – 5 days, get in touch and share some of the tips in this guide. It's best to encourage them early on while they're still engaged.



Received their first donation

It also helps to send your team members event reminders and countdowns. Let them know when it's 2 weeks, 1 week, 3 days and 1 day before the fundraiser deadline.



Reached 25%, 50%, 75% & 100% of the fundraising goal

Do one final push. Get all your team members to do a final call for donations on the day before and the day of the fundraising event. Once your friends and family see how close you are to reaching your fundraising goal, they'll want to help you get past that finish line even if it means making a second donation.



Celebrate & Say Thanks

A successful fundraiser is a wonderful personal accomplishment and major cause for celebration. Send a thank you note or message to each person that donated and participated to show your gratitude. Update everyone who was involved and all the people you shared the fundraiser with, summarizing what was accomplished and the impact it will have. After all, they may love to join you again next time!

Happy Fundraising!

We hope these tips have sparked some new ideas and help improve your fundraising results. Confidence comes with practice, so don't be afraid to experiment and get creative. Above all, have fun!