



Canoe for Kids
Fundraising Toolkit for Team Members



we believe in kids, like you believe in kids



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Team FUNDRAISING 101

The best way to launch a successful fundraising campaign is to take some time in the beginning to organize and create a fundraising plan. **The Christie Lake Kids Canoe for Kids team wants to help you make your team's efforts exciting, fruitful and easy!** We know that the fundraising process can be a source of great anxiety, but it is usually because people let their inexperience with or fear of fundraising get in the way of actually beginning the task.

Once you establish your plan, you will have a goal, direction, and will be organized and ready to implement. **There will be ways you can work individually toward your goals and as a team, which can be as much fun as you make it!** You will immediately sense a feeling of confidence because in developing the plan, you condition your mind for putting the plan into action and you begin to visualize yourself successfully fundraising!

First, every member of your team needs to register online. On your personal fundraising page, you can tell potential donors about why you are paddling, your personal profile and team goals... and it is super easy for your donors to give!

We promise this will be painless! Don't procrastinate, the earlier you start the greater you impact – and how awesome would it be for you, your team and for the kids if you exceeded your goals?

Personal Pledge Letter Campaign (E-Mailed or Handwritten)

The pledge letter will most likely be the cornerstone of your fundraising efforts. Email is quite effective because Canoe for Kids is able to accept your donations online, this makes the response quick and easy for your supporters. You will find your link on your "home page" on the C4K website <http://www.christielakekids.com/events.htm> (click registration and donation, then register/log in); including the link in your communications will help you see results right away!

In the letter, you will have the opportunity to express to your family, friends, co-workers, and other contacts why raising funds for Christie Lake Kids is important, why you paddle in Canoe for Kids and your personal and team fundraising goals. (see sample email below)

The first thing to do is to make a list of people you will ask. Include everyone you know – family, friends, business associates, doctors, dentists, hairdressers, bankers, accountants, and your holiday card lists. Don't exclude anyone – everyone deserves the opportunity to give; plus, *you never know who has been touched by Christie Lake Kids or cares deeply about the imbalances experienced by children living in poverty.*



Writing a Fundraising Letter

There are several components that make a personal pledge letter effective.

Why You Are Participating

This is your introduction and is also where you communicate why you are participating with your team in Canoe for Kids fundraising for Christie Lake Kids. You can pinpoint an issue like critical hours programming, inequity of opportunity for camp, or physical health and well being; or tell a personal story about how camp or a coach had an impact on your life and you want all children to have access to such positive experiences. Remember to emphasize that Christie Lake Kids' Programs give opportunities today that help break the cycle of poverty and create a healthier community tomorrow.

Where the Money Goes

Let your potential donors know that all of the money you raise, will go directly to making the inner city and camp programs possible. That every year CLK depends on the fundraising efforts you and the other teams make to do this amazing work – and have been for 88 years!

Asking for Donations

Another essential element of the letter is inviting your prospective donor to join you in achieving your personal fundraising goal by making a donation to you for your team's races. You should give them your donation deadline so that donors know that you would prefer their responding by a certain point in time so that they don't forget. Additionally, you can ask them to pass along your letter to their circle of influence. All donations over \$10.00 will receive a tax deductible receipt after the race.

Thank Your Potential Donors

Finally, it's important to thank your potential donors in the closing of your letter for taking the time to consider your invitation to donate. (see sample)

Sample Request Letter

This Must be **customized** for your specific campaign

Hi _____,

You may have heard me mention **Canoe for Kids** before; I am pretty excited about it! Me and my team "**Team Name**" are paddling in this super fun race on **Race Date** to raise funds for Christie Lake Kids, and I am hoping you will help us reach our team goal of **\$4000**.

I love this event because it's a fun way to do something meaningful with my colleagues from **Company Name** and make a real difference in the lives of children living in poverty in Ottawa. Christie Lake Kids is an incredible organization gives opportunities to children living in poverty that are normally not an option for them. In the summer, more



than 300 kids can come to camp for 2 weeks, and during the rest of the year more than 600 children and youth can learn to play hockey, swim, cook and loads of other programs. **All Christie Lake Kids programs are offered for free, and all equipment, transportation and other support is provided. I remember how much my summer at camp meant to me, those memories last a lifetime, and everyone deserves a chance to feel that great!**

One of the things I really respect about CLK is their commitment to ensuring that funds go to programs, in fact all funds raised at this event go directly to the programs that make a difference giving children a chance to learn, succeed, belong and develop better self esteem.

My Team hopes to send 2 kids to camp this year; will you help me reach my personal goal of \$400? We need to raise our funds by **June 1st** if possible. You donate at my fundraising page by going to <http://www.christielakekids.com/events.htm> and clicking donate - just look for my name and voila! You are my hero!

Thank you in advance for your support, I know we all care about kids and the future of our community – this is just one way we can make a difference.

Your Friend/Colleague
Sam Smith

P.S. – you can check out the Christie Lake Kids website at www.christielakekids.com

Sample Tweet

I am paddling to break the cycle of poverty in Canoe for Kids, help me reach my fundraising goal! DM me for info

Help **my team** send a child living in poverty to camp
<http://www.christielakekids.com/events.htm>.

Help me and my team send a child living in poverty to camp
<http://www.christielakekids.com/events.htm>.

Sample Facebook Message

Check it out, my Team **“The Rowing Fire”** is raising funds for kids in need at Canoe for Kids! Please support us, we are doing the hard work, you can help with a couple of clicks by sponsoring us online! <http://www.christielakekids.com/events.htm>.



Sample Thank You

This Must be **customized** for your specific campaign

Hi again _____,

Thanks so much for your generous support of my team in the Canoe for Kids Fundraising event for Christie Lake Kids! We are thrilled to say that we **exceeded our fundraising goal as a team, bringing in \$4150** and I personally and so proud and grateful to my friends and family for helping me to raise **\$600!** The event in total raised **\$110,000** – enough money to support loads of kids in programs throughout the year! Thank you so much for your part in this huge success for kids living in poverty – you made a difference!

Our team had a great time, we **won our first heat... and while we didn't win the race, we did get the prize for funniest team name!** What a hoot, we are definitely in for next year, and hope you are too! I have enclosed a picture so you can see what fun it was for our whole team and our family members too.

Thank you again, this has been awesome!

Sincerely
Sam Smith

Special Event Fundraising

A great way to have a little fun while raising money for Christie Lake Kids, is to get creative and put on a special event fundraiser. There are lots of fun options when it comes to special events, but there are several common elements to consider when planning your special event.

- **Timeline:** Make sure that you give yourself enough lead-time to take care of arrangements necessary to put on the event. You should create a timeline working backwards from the date of the event and determine all of the things that need to be done before that time.
- **Event checklist:** In addition to the timeline, you should create a checklist to help you organize all the tasks leading up to the event that will make the event happen.
- **Volunteers:** Most events run more smoothly if you can get friends and family to help run the event. It's always easier to fundraise in a group than just by yourself – just like your training. Get a group together and work with them on putting on the event.
- **Venue:** Restaurant or bar, your home or workplace, a sports stadium, a car wash, a golf course, the beach – you need to arrange a place in which to have your event.



- **Operations:** Some events require special equipment – tables, chairs, television, CD player, popcorn maker, coffee maker, oven, electricity, running water – think through your special needs your event will require.
- **Promotion:** Distribute flyers, hang posters, email, call, meet with people, send invitations, ask your friends to bring their friends, and call your local paper to get the word out early. You can also send reminders making sure as many people as possible are aware of your event.
- **Fundraising:** It is important to review how your event will generate money. Think about all the ways you can fundraise at your event – charge cover at the door, sell admission tickets, sell raffle tickets, collect tips, sell food and beverage, arrange to get a percentage of business' sales for a period of time. Also, think about any costs you will incur to stage the event; try to arrange to have items donated to help reduce these costs.

List of Fundraising Ideas

- Special Event (party, breakfast, lunch, dinner) • Spaghetti dinner
- Sell something (Tupperware, candy, cards, flowers, t-shirts)
- Donate your trade's services for charity (massage, chiropractic care, haircuts, tax preparation)
- Dinner party
- Pancake breakfast
- Happy Hour fundraiser
- Community garage sale
- Conduct a silent auction (internet version works too)
- Hold a raffle
- Bake sale • Craft sale • Book sale
- Tailgate party at sporting event • Chili cook-off
- Promote the cause in your own business
- Sell root beer floats
- Holiday party • Wine tasting party
- Sports party • Dance party
- Have a scrapbooking fundraiser • Conduct a carwash
- Host a golf tournament (or miniature golf)
- Set-up closest to the pin contest or longest drive contest
- Hold a fishing tournament • Ping Pong, Bowling, using Wii or reak life!
- Organize a scavenger hunt
- Murder mystery dinner • Casino night
- Basketball free throw contest
- Set up a booth at a carnival, fair or farmer's market
- Hold a bonfire and/or BBQ at a mall at work and ask for donations
- Sell donuts or bagels for a \$1 at work
- Recycle ink cartridges at work
- Ask a business to donate a percentage of sales one night to the cause (restaurants or bars are a good choice)
- Provide babysitting services • Wine and cheese/dessert party
- Recruit a massage therapist, manicurist, hairstylist, and makeup artist to donate their services
- Put a donation bucket on your desk at work



- Ask your supervisor at work about hosting a “Dress Down for Christie Lake Kids.” Charge \$5 to wear jeans on Friday or every Friday!
- Sell lunches at work.
- Have people donate their empty cans and bottles and recycle for money.
- Place coin canisters in businesses.
- Find a gym or fitness store that will let you set up a donation bucket near a treadmill and “train for money.”
- Leave a message on your answering machine. “I’m out making a difference for kids. If you haven’t made your donation to my team in Canoe for Kids yet, it’s not too late! I’ll call you back when I receive your check.” (just an example)
- Pin a dollar to your shirt and each time some one asks you what that’s for, you have a chance to tell them and ask for a donation.
- Type in “Fundraising” on the internet for more ideas.
- Wear your Christie Lake Kids T-shirt (available on our website) and when people ask you what it is for, you get to ask them to support you team
- Have a pub crawl: get your friends to help you out, dress up in costumes, and go to different bars with your donation bucket

Your Personal Donation

Show your friends, family and prospective donors how committed you are to Kids by making the first donation.

Corporate Matching Program

Watch your money grow! Many corporations match funds (dollar for dollar) raised by their employees. First you have to ask the HR department if Christie Lake Kids (a non-profit) is eligible for the match. You can contact Christie Lake Kids if you have questions about corporate matching.

For Fundraising Support:

You can contact us by e-mailing Rhonda Farago rfarago@christielakekids.com, we are happy to help you reach your goals!

GO TEAM!!

Thank you so much for joining us in creating opportunities for kids living in poverty in Ottawa. We are here to help you meet your personal paddling goals and your fundraising goals. You are taking an incredible step towards changing the trajectory of young lives that contain so much potential – let’s make them smile!

If you should need anything along the way, please contact Rhonda Farago at rfarago@christielakekids.com or 613-742-6922 x224

Building skills... changing lives

