



FUNDRAISING 101 GUIDELINES

*Have a
great 24h!*

**DEC.
4-6,
2020**

FUNDRAISING 101

Now that your teams are registered and enthused, it's time to start the fundraising work. Here are several tools that will be useful to participants as they solicit donations.

MAKE THE MOST OF YOUR SOCIAL NETWORKS!

Issue a news release to clients and employees announcing your company's involvement in the cause! Initiate a mass communication announcing the company's involvement, using the information mentioned above.

ADD OUR FILTER TO YOUR FACEBOOK PROFILE PHOTO!

Let everyone know the challenge you've set for yourself –

[click here to add the filter.](#)



REACH OUT TO EVERY CONTACT IN YOUR NETWORKS!

▶ Example of a LinkedIn post

*Greetings, esteemed business network,
Today, I'm asking for your support of a cause that's important to me. I've given myself a challenge this year – the Tremblant's 24h challenge for children's health and well-being. From December 4 to 6, I will be (*discipline: i.e. running*) to help change the lives of thousands of sick or underprivileged children. You can help, too, by making a donation of any size, big or small... every dollar counts! Thank you for your generosity! ***

Donate here: URL, participant's profile

***Donations of \$20 or more are eligible for an income tax receipt.*

▶ Example of Facebook/Instagram post:

**For Instagram, we suggest putting the link for your participant's profile into your Instagram biography on the home page.*

*Dear Facebook (or) Instagram friends,
Today I'm asking for your help with a cause that's important to me. I've given myself a challenge this year – the Tremblant's 24h challenge for children's health and well-being. I will be (*discipline, i.e. skiing*) to help change the lives of thousands of sick or underprivileged children. This cause is dear to me because (personal explanation) You can help, too, by making a donation of any size, big or small... every dollar counts! Thank you for your generosity! ***

Donate here (URL, participant's profile)

***Donations of \$20 or more are eligible for an income tax receipt.*

▶ Example of email to potential donors

▶ Email signature

Add it to every mail you send!



LOOKING FOR DONORS? LEARN EVERYTHING YOU CAN ABOUT THE CAUSE!

Our [blog](#), the [“foundation” page](#) of our website and our [social media](#) pages contain a wealth of information that will help push donors to take action. Learn more about the achievements that were made possible by donations; put a human face on each dollar given to the cause. We have also posted a number of touching testimonials as well as statistics on childhood cancers – further proof that children’s causes need constant, ongoing support.

Share this information with your potential donors.

- ▶ *Example:* Alex Tourangeau, a former sponsored child of the 24h – now cured! – was diagnosed with cancer when he was just nine years old. One of the things that kept Alex going during his treatment was the thought of Camp Quality: a summer camp, designed specially for kids with cancer, where they can have fun and just be kids without the stigma associated with their illness. Take a look at the wonderful world of Camp Quality in this video!

[Watch the video](#)

YES, IT’S POSSIBLE TO ORGANIZE A CONTACTLESS DONATION DRIVE!

Because compliance with health measures is our top priority, we have come up with effective, fun and above all, safe ways you can fundraise without contact!

[Here’s an article](#) with six top tips for a successful donation drive.

Contactless fundraising ideas

- ▶ [Silent online auction](#) – Get an artist or business partner to give you a free or discounted item and put it up for auction
- ▶ [Course or lessons requiring only a donation](#) – If you’ve got a talent – cooking, yoga, Zumba, guitar – teach it in exchange for a donation!
- ▶ [Virtual dinner](#) – Your favourite restaurant agrees to support the cause by giving you a number of meals at cost. Then, you arrange for donors to order their meal at the regular price and pick it up to go. Take the idea one step further by dining “together” with them... virtually!
- ▶ [Virtual 50-50 raffle](#)
- ▶ [Hold a sale](#) – Replace the traditional garage sale with a sale of items on Facebook Marketplace
- ▶ Replace a spaghetti dinner with a [sale of spaghetti sauce](#)
- ▶ Make and [sell baked goods](#)
- ▶ Organize an [online wine- or beer-tasting event via teleconference](#)
- ▶ Organize a ticket sale and [online draw](#)
- ▶ Organize an [online bingo game](#)



PROMOTE YOUR EVENT!

We've made available our customizable poster, as well as our logo; use them to publicize your events in your neighbourhood or at the office.



Promote the event on Facebook, too. You can start an event page and invite your friends, and also post the link to it on your timeline. Send us the URL by Messenger or email (info@24htremblant.com) and we'll add it to our calendar of events on Facebook.*

* Out of a concern for fairness, we do not publish posts for specific fundraising activities, but it will be our pleasure to list them on our calendar.

Happy fundraising and thank you for helping us make a difference!