



presented by  Sun Life

# FUNDRAISING 101 GUIDELINES

*Have a great 24h!*

**DECEMBER  
8 TO 10**

# FUNDRAISING 101

Now that your teams are registered and raring to go, it's time to start raising funds for children's causes!

Daunting though a donation drive could seem at first, it might help you to remember that it can and does change the lives of thousands of children every year. You can take pride in being part of this outpouring of generosity.

Over the years, 24h organizers have been so inspired by your creativity and dedication to the cause that we produced this Fundraising 101 Guide.

Read on for tips and tools that can help your fundraising efforts.

## FUNDAMENTAL PRINCIPLES

### 1. SET A TARGET!

The more ambitious, the better, since it encourages potential donors to help you reach it. You can change your target at any time on your profile page. Once you reach the goal, go ahead and set it higher. Generosity tends to snowball!

### 2. KNOW YOUR CAUSE!

Make a point of knowing as much as you can about your team's sponsored child. Each of these children has a moving story to tell. They embody the cause, they are the reason the 24h exists, they are why your commitment matters. Share their story with your community to put a human face to the concrete impact of each donated dollar.

Share this information with your potential donors.

#### **Example**

*Imagine receiving the news that your baby has been diagnosed with cancer just when you've become a parent... That's what Miro and his family had to deal with when he was barely one year old. Find out how the 24h changed their lives by bringing a little comfort to this unfathomable ordeal, and how they can now look forward to the future with optimism, thanks to your donations, which contribute to advance research and save more lives.*

[Watch the video](#)

Our [blog](#), the "[foundation](#)" [page](#), the [beneficiaries'](#) [pages](#) 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.

Learn more about initiatives that were made possible by 24h donations.

### 3. MAKE THE MOST OF YOUR SOCIAL NETWORKS

Follow the 24h Tremblant on social media ([Tik Tok](#), [Facebook](#), [Instagram](#) and [LinkedIn](#)) to be informed of announcements and news! You are now ambassadors of a great cause, so be bold and don't hesitate to use your professional and personal networks!

#### 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 8 to 10, 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 a 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."*

## 4. DISCOVER THE TOOLS YOU CAN USE

- ▶ [Sample email to potential donors](#)
- ▶ [Email signature](#), add it to all your outgoing messages!
- ▶ [Downloadable images of sponsored children](#)
- ▶ [Zoom background for video meetings](#)
- ▶ [Editable poster](#)
- ▶ [24h logos and guide](#)
- ▶ [Profile picture template](#)



## 5. THANK YOUR DONORS!

Never underestimate the impact of a grateful acknowledgement. Donors like to know that by supporting you, they've contributed to a cause that's bigger than themselves. Find a way to thank each person individually.

You can thank donors by email, with a Facebook message (private or on your wall), or in a comment on a post. All methods are acceptable! The point is to make each donor feel special and appreciated. It is also a good way create a connection between them and the cause, which helps them feel even more strongly that their donation is worthwhile.

Use [this template](#) provided by Wolfgang, one of our participants, to thank your donors. Just insert your donor's profile picture, and you're done!

## PUT THE FUN IN FUNDRAISING BY ORGANIZING YOUR OWN EVENTS FOR THE CAUSE!

Because everyone likes to have a good time, fundraising activities can be an effective and enjoyable way to raise funds for your cause. In [this article](#), Fondation Charles-Bruneau, an old hand at fundraisers, shares its top six tips for successful fundraising.

### Ideas for fundraising activities

- ▶ Bake sale: muffins, cupcakes, cookies, etc.
- ▶ A block party
- ▶ Garage sale: sell off unused clutter, give the proceeds to the cause
- ▶ Auction: find an artist or a partner willing to donate a free (or bargain-priced) item and put it up for auction
- ▶ A spaghetti dinner, a BBQ party with admission fee, a happy hour gathering, etc.
- ▶ A 50/50 raffle
- ▶ A sport tournament
- ▶ A theme day: (e.g., jeans day, donate \$5)
- ▶ Lunch hour activity: yoga class, foot race, conference, etc.
- ▶ Whatever else you can dream up!

# 24h TREMBLANT



**SAMUEL**



**MATHIS P.**



**FÉLIX**



**KARL**



**YOAN**



**CORALIE**



**BELHA**



**CHARLES**



**LIAM**



**AIDAN**



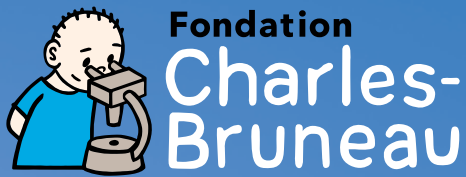
**MATHIS D-M.**



**SARAH-LOU**



Thank you  
for helping us  
make a difference!



la fondation  
de l'hôpital  
de montréal  
pour enfants  
the montreal  
children's  
hospital  
foundation

