



## Our Top 10 Fundraising Tips

Now that you're registered, here are some ideas to help you reach your fundraising goal, have some fun and spread the word about the Canada Africa Partnership Ride.

We're here to support your efforts – feel free to [contact us](#) with any questions!

[Event Website](#)

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### Start by making it personal

#### 1 Personalize your picture

Upload a shot of you with your bike, or, if you've travelled to Africa, of you and your friends there. Either way it will allow anyone who visits your site to know they're in the right place and be reminded of who they're donating for. This can be done easily from your Fundraising Centre using the "My Fundraising" Tab and clicking the "Photos" button.

#### 2 Personalize your message

Your donors want to hear *your words* and feel *your passion*. What was it that motivated you to make a difference in Africa? If it moved you, it might move your donors too. Take the time and add a few lines of your own to remind them of who they're supporting. This can easily be done in your Fundraising Centre using the "My Fundraising" Tab. If you use our automated email system, be sure to add a personal note as an intro. Your friends and relatives (and neighbours, teachers, co-workers, fellow students, etc.) want to support you and hear your words. You can start with a template – using the "Email" tab in your Fundraising Centre or start from scratch. Any email you send using the online system will automatically include a link to your Personal Page at the bottom of the email. You can also paste the URL in the body of the email to make it even easier for your potential donors.

## Then, Roll Out...

Now that you're making good progress on your goal, it's time to get your message out there. You'll want to give yourself some time. Many people will need to see your campaign a few times before they'll be ready to give.

### **3** Build momentum with your besties

Your mom / spouse / BFF will happily support your efforts (or, at least, will feel compelled to do so) right away. But that friend from school that you haven't seen in a couple of years, not so much. Email and social media can do a great job of getting sponsors from people you'd least expect, but like all things social these days, there needs to be a sense of momentum. Ask your nearest and dearest to get on board early so you can show good progress on your fundraising goal before you share your campaign more broadly. This will help motivate others to get involved when they feel like they're joining in on an already popular cause! Let's be honest...seeing that progress bar move is motivating for you too right and might just give you the boost you need to get brazen about putting your ask out there!

### **4** Use your Facebook status

Everyone loves a good Facebook status update. Make yours a link to your campaign page. For example: I'm using my bike to support grassroots projects in African communities. Support me at {insert link to your personal fundraising page}. Even better, share some eye catching selfies of you (and your bike?) or a good news story from the project you're supporting. The key with Facebook is to tell a story over the course of many weeks so people get to know your campaign.

### **5** Add an electronic signature

This is an easy, passive way to keep your campaign on people's minds. In the settings tab of your email account, add in an electronic signature that will automatically attach to the end of every message you send out. Make sure to include a link to your personal fundraising page! You can also [download a campaign banner](#) to include in your signature.

### **6** Tweet your tweeps and #FOMO post to Instagram too

Tell them what you're doing and share the link to your personal fundraising page. Then send updates on your progress towards your fundraising goal and even encourage your followers to follow @capnetwork or the participating organization you are supporting so they can learn more about the cause. Be sure to ask for RTs and include #CAPRide hashtag so we can follow the hashtag conversation as a community.

## **7** Don't be afraid to nag a bit

Many of your potential supporters are unlikely to respond to your first request. Don't be afraid to send follow-up emails as the event date approaches – instead of being annoyed, they are most likely to appreciate the reminder as they had the best of intentions to support your efforts anyway! We will be uploading new sample appeal email templates as the weeks go on – stay tuned! Same goes with Social Media. The more times they see your campaign, the more curious they'll become and more likely to click a link and donate.

## **Thank you thank you thank you!**

There's a rule of thumb in fundraising that you should say thank you at least three times. The more you thank your donors, the better they'll feel about their gift. Sometimes this even leads to people making additional donations later to put you over the top! At the very least, it sets you up well for your next fundraising appeal!

## **8** Say it with a note

Sending thank you emails using the Fundraising Centre is a great first thank you. It's pretty quick and easy too. Make sure you've added some personal content so your donor feels you when they read it. Want to take it one step further? It's old school and it works. Send a thank you note. Everyone likes getting mail and knowing that you appreciated them enough to take the time to sign your name and put a card in the mail is just about the nicest thank you there is!

## **9** Give a shout out

Use social media to give a s/o to your donors recognizing their support. Not only does this make them feel good about their involvement, but it can also be a motivator for others.

## **10** Share the experience

During the ride use a status update to share a selfie, or when your event is over, upload any images or video footage you have to an online photo sharing site or Facebook, and then email all your supporters to showcase your experience. Don't forget to email us your favourite shots so we can share them on our website with other CAP Ride supporters!

After the event we will be sharing information about the use of the funds raised and the difference you and your fellow riders are making. You may want to forward these to your donors as well – they too will enjoy knowing that they have supported positive change in African communities!

## But wait...what about grandma and her cheque book?

If your grandmother or anyone else in your network prefers to write a cheque, they can still contribute to your campaign. You can download a [Pledge Form](#) and bring it with you to the Ride along with cash and cheques. Your donors will receive a tax receipt (issued by CAP Network) by mail and we can also add these 'offline' donations to your fundraising totals on your personal fundraising page (use the "Manage Cash and Cheques" tab on the left-hand menu from your Fundraising Centre).

## The Last Word

Events like this are about raising funds, but they're also about making new friends! Make sure that you and your donors remember that every little bit counts. Most importantly, remember that every person that donates is new potential supporter for your project. This also means that you shouldn't feel shy about contacting your network. You're sharing a great cause with them and they'll be glad for it.

**Good luck, get going, and have fun!**