

**Need new equipment but don't have the funds?**



# FUNDRAISING TIPS

## ADD A PERSONAL TOUCH TO YOUR FUNDRAISING PAGE

Fill in your personal summary section and add a profile picture so people can put a face to your name.

Add a small piece about why this equipment is important to you and why others should want to support you.

## LEAD BY EXAMPLE

Encourage others to try and match your donation to help raise awareness to your cause and to encourage some healthy competition amongst friends and family.

## SPREAD THE WORD

Use your social media platforms to network and reach out to your local channels. Step outside of your direct network! Try and engage a new audience.

Educate your audience about the subject of your fundraiser and the details about it.

## GET BY WITH SOME HELP FROM YOUR FRIENDS

Turn the weekly catch up into a brainstorm session for your campaign over dinner.

Host a game night or a movie night to show thanks for them helping with your fundraiser.

# HOW DO I MAINTAIN MY CAMPAIGN?

## STAYING SOCIAL

Keep these in mind:

- Add reporters/influencers on social media platforms to help build a relationship.
- Use #millionminutes on your social media platforms.
- Make sure to provide regular updates on all social media platforms

## SAYING THANK YOU

Keep these in mind:

- Send out emails and post on all social media platforms expressing how thankful you are for the support.
- Write thank you letters to sponsors and peers and/or send a small thank you package.

**PEOPLE WILL DONATE BECAUSE YOU ARE ASKING THEM. SIMPLE AS THAT.**

**THEY LIKE YOU AND RESPECT THAT YOU'RE DOING YOUR BEST TO BE ACTIVE AND STAY HEALTHY.**

**THERE'S A REASON WHY YOU ARE FUNDRAISING. MAKE SURE TO REMEMBER THAT AND BRING THAT SAME ENERGY TO YOUR OUTREACH EFFORTS.**

**Visit [www.millionminutes.ca](http://www.millionminutes.ca) to sign-up today!**



**MILLION  
MINUTES**  
ACTIVITY  
CHALLENGE