

#EndPoverty Challenge: FAQs

Fundraising

- **How much do I need to raise?**
 - o It is more important to set an attainable goal that will keep you motivated. Keep in mind there are many ways to achieve it. For example, you can raise \$500 with 100 people giving \$5 each, or 50 people giving \$10 each. All donations make an impact. Think about your network and set an ambitious but realistic goal.
- **What is the average donation amount?**
 - o Most donations range anywhere between 20 and 100\$! Based on your audience, stating a suggested donation amount on your invitation is very effective in reaching your fundraising goal. Try a symbolic number reflective of our mission – for example, \$20.30 to symbolize our goal to end poverty by 2030.
- **I'm feeling uninspired, burnt out, overwhelmed – what can I do to keep up the momentum?**
 - o Standing in solidarity with those experiencing extreme poverty is important, but you must also prioritize your wellbeing. Take a moment to recharge and make a self-care plan:
 - Set boundaries like picking fixed times to do your fundraising outreach.
 - Be open to reassessing what is feasible. Should you pause and plan more intense outreach on the last day of your challenge?
 - Ask co-volunteers or friends to help you.
 - Reflect on your proudest advocacy or learning moments to motivate you.
- **I haven't been getting any donations, what should I do?**
 - o First things first, make sure you're sharing the correct link for donations and that your page is working.
 - o Think about who else in your network you could reach out to.
 - o Try new and creative ways to engage your network. For example, what little stunt would capture other's attention?
 - o Make sure you are conveying how passionate you are about volunteering at Results.
 - o Ask for advice! Show your local Results group what you've been doing and how you've been explaining the value of donating. Your co-volunteers may have recommendations.
- **How do I get over the fear of asking for money?**
 - o We tend to assume that people's finances are tight, and that people don't want to spend on donations. The truth is you don't know until you ask. Let people decide where they want to spend their money!
- **I don't want to seem pushy, what should I do?**

- Depending on how someone answers your fundraising ask, you can adapt your response. Asking a “no” multiple times is pushy. Asking a “maybe” multiple times means doing helpful follow-ups – think of it as making sure they feel informed about their donation. Asking a “I’ll think about it” or “procrastidonor” multiple times is giving a busy person a chance to donate but couldn’t decide on the spot. This person won’t donate without a gentle reminder because they tend delay making decisions and take the path of least resistance.
- **I feel unprepared to answer questions – do I need to be an expert and know everything?**
 - It’s impossible to know everything! If you don’t know, say “Great question! I don’t know the answer, but I’ll contact Results staff right away to get clarification on this before we go any further”. It shows respect for their need to know more. As a bonus, lots of people benefit from a “simmering” period before deciding to donate.
 - Our [website](#) is a great tool to use to inform yourself and share with potential donors. People with lots of questions often need to browse the organization’s website before deciding.
- **I don’t know if it’s a good time to fundraise for advocacy because there’s X going on right now...**
 - This is a legitimate concern as there will always be many issues deserving support but don’t let that stop you from pursuing one that is important to you. It’s also possible to support multiple world issues, advocacy organizations and local organisations all at once.
 - When fundraising, it can help to convey the value of advocacy. Both directly funding on-the-ground operations and advocating for Canada to invest abroad are important. You are enabling those who don’t have time to do advocacy to fund an organisation that does it.

About Results

- **How do I describe Results?**
 - Results Canada is a grassroots advocacy organization that believes in mobilizing everyday people to generate the political will to end extreme poverty. We combine the voices of our volunteers with strategic areas of focus to leverage resources for programs and improved policies that give people living in poverty the health, education and opportunity they need to thrive. Whether it’s writing letters to the editor (LTEs), using social media or engaging with parliamentarians, our passionate volunteers positively impact people living in low- and middle-income countries. In recent years, Results’ advocacy efforts have been focused on advancing global health equity, education for all and economic opportunity. As a national nonprofit, we have sister organizations in the US, UK, Australia and Japan with a global health network of partners in India, Zambia, Tanzania, Kenya, and France. Learn more about [who we are](#) and [what we do](#).

- **Does Results Canada provide tax receipts?**
 - o As a nonprofit organization (not a registered charity), we cannot provide tax receipts. If this is a barrier for one of your potential donors, you can mention that Results is affiliated with a charitable foundation called Global Poverty Solutions that can give tax receipts. They support Results' work to do research and education on our issues. Share with them the organization's [website](#).

- **What's the difference between a nonprofit and a charity?**
 - o Results is a nonprofit but not a charity. A charity works directly with beneficiaries for poverty alleviation. We are an advocacy nonprofit which means we publicly recommend funding opportunities or policy advancement towards ending extreme poverty. Learn about Canada's registered [charities and nonprofits](#).

- **Why does Results have staff?**
 - o To effectively train volunteers in advocacy. We provide best-in-class advocacy support to train and coach volunteers so that they can take on the kind of work that a lobbyist or public relations pro might - but with the authenticity, passion and credibility of everyday people driven by a mission, not by a profit.
 - o To provide expert knowledge in our core issues areas. We create campaigns that enable volunteers to learn about the issues involved in extreme poverty, and devise tactics to make speaking out to influential decision makers and the media easier to do. Our Policy and Advocacy and Parliamentary Affairs teams are well connected within their sectors and issues areas, which helps Results find the most strategic opportunities for impact.

#EndPoverty Challenge

- **What are the funds raised going to be spent on?**
 - o Our goal for this #EndPoverty Challenge is to fundraise in support of a collective target of CAD\$15,000 to invest in, and grow, our dynamic network of volunteer advocates. Our roadmap to end poverty involves multiplying our impact by supporting more and more everyday Canadians to join us as advocates. Over the last few years, Results has grown to over 500 active and powerful volunteers. Our goal is to double that number to 1000. Funds raised will go towards lighting up more Canadians to the power of advocacy, especially in regions where a larger presence could yield big results. We'll also dedicate funds raised to develop new tools to make our powerful volunteers even more powerful – ensuring they have the skills they need to generate big impact.

- **How many days should I do my challenge for?**
 - o It's entirely up to you! It can be 1, 5, 10, 15 days! All you need to make sure is that your fundraising challenge is completed at the latest by October 31.