

# fundraising

As an independent organization from corporate funding or government donations, fundraisers are an important part of making our [mission](#) possible. They are also a chance to raise awareness about the work we do and grow our network of volunteers and supporters. Not to mention, fundraisers are a powerful way to celebrate our achievements.

## about this document

This first section outlines [general best practices](#) in fundraising. See also the sections on hosting an [in-person](#) or [virtual](#) fundraising event. Finally, see our tips for running your [non-event](#) fundraiser.

## general best practices

**What are the funds used for?** In general, funds support the day-to-day work of the organization from developing our calls-to-action and campaigns (which lead to big impact), resourcing (staff, logistics, etc.), supporting and growing our volunteer network (webinar, resources, etc.). When we organize a national peer-to-peer fundraising campaign, we will inform you of how those specific funds will be used.

How much do I need to raise? It is more important to set a personal realistic and attainable goal. Keep in mind there are many ways to achieve it. For example, you can raise \$500 with 10 people giving \$5 each, or 50 people giving \$10 each. All donations make an impact. One way to present it could be to ask your friend to ask them to give up that daily store-bought coffee for a week and to donate those funds!

**What is the average donation amount?** Stating a suggested donation amount on your invitation is very effective in reaching your fundraising goal. One good idea is to make the suggested donation symbolic or reflective of our mission – for example, \$35 to commemorate Results' 35<sup>th</sup> anniversary or \$20.30 to symbolize our goal to end poverty by 2030.

**Why do people donate?** They donate to you because you're passionate. Remember that you are your best speaker – your peers want to hear why you care about Results. The cause and the organization matter of course, but the primary driver for their donation is you!

**How can I be convincing?** Be authentic and use **EPIC** when communicating.

- 80:20 rule – spend 80% of your time informing potential donors about the kind of volunteering you do and 20% actually asking for money.
- Share impact stories that are yours to share. As an example, you could share how you were part of the last campaign that succeeded in the government of Canada making an investment.
- Actively talk about your “why” - why do you donate your time to Results?
- Highlight the **work** Results has already done to move the needle on extreme poverty. For example, share statistics that show Results' effectiveness, as well as your own personal efforts to increase access to health, education and economic opportunities.

**How to respond to objections or tough questions?** Make sure you understand their point of view by asking clarifying questions. Then respond with “yes and...” instead of “no, actually...”. When you're having to disagree with someone, communicate that their viewpoint is valid AND that there is another way of viewing the same facts.

For example, when someone thinks only local charities should receive donations from them, start by asking them to elaborate on that point of view. You might hear that this person prefers to invest in their community, so you will ask them to redefine what “community” means to them. Here's how it might go:

*“It's completely valid to prefer donating to local organizations and I wouldn't argue that international cooperation is more important than what you support here in Canada. At the same time, I volunteer with Results because (...) and I think we can't truly disconnect ourselves from international issues today. These days, I think we have multiple ties including to the global community – COVID-19 was the perfect example of that. Without taking away from your local organizations, do you think you could expand the scope of your donations to fit Results in?”*

# virtual fundraising event

## Step 1. decide on the type of event you want to host

Unless Results is activating you on a specific fundraising campaign, you need to decide what activities will you do. Remember you can and should make your event an extension of your advocacy work by having attendees take action. Here are some event ideas:

- a. panel discussion
- b. virtual 5K race
- c. letter-writing rally (attendees write to parliamentarians)
- d. LTE writing workshop (attend by donation)
- e. hackathon
- f. movie or documentary screening

## Step 2. set a fundraising goal and set up a page

See [above](#) for tips on goal setting.

No matter if your event is in person or online, create a fundraising page. If you are not activated by Results for a fundraising campaign (and automatically have the option to create your own online fundraiser profile), reach out to [action@resultscanada.ca](mailto:action@resultscanada.ca) so that we can explore how we can support you with your fundraiser.

## Step 3. read our virtual event planning [tips](#)

### Step 4. send invitations

A good rule of thumb is to send invitations to 2-3 times the number of guests you want to attend. Try to send them at least 3 weeks in advance.

- Invite your Member of Parliament (MP), members of their staff, and local media contacts to your event. MP's not in town? Ask for a brief video or audio greeting you can play at the event.
- Think broadly about your social contacts – coworkers, business colleagues, book clubs, and neighbours – who want to be inspired by you! Use social media to reach your network.

### **Step 5. make promotional material**

Consider using [Canva](#) to create eye-catching invitations or posters! See our [tutorial](#).

### **Step 6. plan event logistics**

What you will need to do:

- decide how people will register to attend
- have a plan to keep your guests' information secure
- assign technical tasks to colleagues to help the event run smoothly
- do a practice session to fix any technical issues
- write content (links to donation page, link to your published LTE, etc.) to be shared in chat box in advance
- prepare to send login details once more a few hours before the event

## **in-person fundraising event**

### **Step 1. decide on the type of event you want to host**

Unless Results is activating you on a specific fundraising campaign, you need to decide what activities you will do. Remember you can and should make your event an extension of your advocacy work by having attendees take action. Here are some options:

- a. Simple mixer or networking event
- b. BBQ or other outdoor activity
- c. Panel discussion
- d. Letter-writing rally (attendees write to parliamentarians)
- e. LTE writing workshop (attend by donation)
- f. "Eat Out for Results" by asking a favourite restaurant to host your fundraiser and donate a percentage of proceeds on a specific date to Results. Invite your friends, family, and neighbours to eat-out for a cause on that date.
- g. 5k races (there are many virtual platforms hosting uniquely themed)
- h. "thon" style event (Readathon, walkathon, bikeathon)

## Step 2. set a fundraising goal and set up a page

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### Step 5. make promotional material

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### Step 6. plan event logistics

What you will need to do:

- share a brief program that includes an example of what their dollars will support
- assign tasks to colleagues
- decide how guests will donate: Set up a tablet or laptop where guests can make a donation directly including on Results Canada [website](#). Print out our QR code so people can donate from their own phones.
- print a sign-up [sheet \(or set up a laptop or tablet for folks to use\)](#) to collect email addresses – and invite your guests to your next group meeting.
- Prepare a safe place to store cash donations!

## sample agenda

**First hour:** The first hour should be reserved for guests to arrive, mingle, and eat snacks. Remember to ask guests to sign in when they arrive and include a place for email addresses and phone numbers.

**Second hour:** At the start of the second hour, gather your guests to begin a brief program. Consider assigning parts of the program to different people in your Results group. The suggested program has three parts:

- 1. Introduction** – 3-5 minutes. Thank your guests for coming and share Results' mission and your history with the group. For example, share how long you've been an advocate, what inspired you to first join Results, and why you stay involved.
- 2. Remarks** – 5-10 minutes. Use a [laser talk \(EPIC\)](#) to give details about Results' current [call-to-action](#). If you've recently met with a parliamentarian or had a letter to the editor (LTE) published, talk about it! Invite your guests to ask questions.
- 3. The ask** – 2 minutes. This is when you ask your guests to make their suggested donation, and explain how their dollars make an impact for Results.

After the program guests go back to mingling for the duration of the fundraising event. This is also the time to answer additional questions, talk more about the current Results call-to-action, or help people with their donation forms.

## non-event fundraiser

If you are not hosting an event, you can still ask people in your network to donate to Results. Occasionally, Results will activate all volunteers to engage in a peer-to-peer fundraising campaign. That said, you can run your own personal fundraiser any time of year! All you need to do is share our donation link with your chosen audience:

<https://bit.ly/donateResultsCanada>

Here are a few options to get people interested:

- Hop on a viral video challenge to inform the public about extreme poverty and the power of advocacy (e.g. [chopping dance](#) trend)
- “Giving days” anchored to a special event like your birthday or your volunteer anniversary with Results. Organize a 24-hour campaign that encourages participants to meet or exceed a goal.
- Social media post in reaction to a relevant event or news article.

## help is never too far

It’s true that we could really use your help as a fundraising host, but that doesn’t mean you’re alone – that’s far from the truth! Join our Fundraising channel on [Slack](#) and the Public Engagement team is available and ready to support you. Get in touch: [action@resultscanada.ca](mailto:action@resultscanada.ca).

*Updated: September 2021*