

Fundraising Tools – Step 1 – Your Fundraising Roadmap

1. Brainstorm your contacts 🧠

Include everyone in your network as you prepare to ask for donations: Friends and family, colleagues, neighbours, social media contacts, local businesses you frequent - and anyone else you can think of. Some people will prefer to help in other ways by giving you a hand to plan and host an event or by donating an item for an auction. Keep your options open!

2. Set a goal 🎯

Setting a fundraising goal will help keep you motivated and will show potential donors you're committed to your fundraising campaign. Your supporters will want to be part of your success as you pursue your target!

3. Tell your story and ask for donations 📄

Open up about why you care about the blood cancer community. You can share your own personal connection to the cause or your concern about blood cancer's impact on families, especially in light of other challenges like the pandemic.

Reach out to your contacts in whatever way works for you and them –email, social media, phone, Zoom, or in-person!

4. Share updates 📢

Keep your friends and family posted about your fundraising progress. It will remind them to donate or to participate in your fundraiser. Your supporters will appreciate the updates and feel like they're an important part of something special.

5. Thank your donors 🙏

Thank your supporters when they make a donation, and circle back to everyone after the event to let them know the grand total raised. It will go a long way to making your donors feel appreciated - and inclined to give again the next time you ask.

- Send an email
- Post your thanks on social media
- Make a phone call
- Mail or drop off a card

6. Fast Facts

When sending a message or preparing to chat with a potential donor, have these facts in your back pocket to show the impact their support could have.

- 2 in 5 Canadians will be diagnosed with cancer in their lifetime.
- Blood cancer is the 4th most diagnosed type of cancer in Canada
- Every 17 minutes on average, someone is diagnosed with a blood cancer
- Leukemia is the most common childhood cancer and Lymphoma is the 3rd most common childhood cancer