

## Fundraising Ideas – Step 2

### Identify Your Network

Not sure where to start? Begin by thinking about the people already in your life—your network is probably bigger than you think! ✨

### Make a list of potential supporters:

- Family
- Friends
- Neighbours
- Co-workers
- Community groups (clubs, teams, school, faith groups—you name it!)
- Make the ask simple. No need for a big speech—just share why you're fundraising. Your personal reason matters, and people give to people, not just causes.

**Don't wait! Start your fundraiser as soon as you register. Then follow up, follow up, and follow up again. People are busy—reminders help and often lead to more donations.**

- Ask for a donation from family and friends.
  - Asking for a donation directly is by far the most straightforward way to fundraise. Don't be discouraged if nothing happens after the first try. Many people will give if you ask more than once; it's worth the effort to ask at least twice!
- Ask for donations on social media. Remember to inspire your donors by sharing why you're involved.
- Suggest donations instead of a gift for special occasions like your birthday!
- Offer a product or service in exchange for donations, or with proceeds going to your fundraising.
  - Hold a sale of homemade crafts, baked goods, artwork, etc.
  - Provide a service like lawn mowing, yoga instruction, giving a performance, etc.
  - Host an online silent auction.
- Host an in-person or virtual fundraising event
- Check if your employer matches donations!
- Check out the fundraising tools and other resources available below to support your fundraising campaign!