

FUNDRAISING TIPS

- Familiarize yourself with the Rick Hansen Foundation (RHF) at www.rickhansen.com. Be prepared to answer any questions.
- Set a fundraising goal for yourself.
- Make a personal gift. People are encouraged to see that you are not only asking but that you are also giving.
- Share your personal story. Prepare a script which includes all your event details and why you are supporting (RHF).
- Sign up to fundraise online at www.rickhansen.com/Get-Involved/Fundraise.
- Personalize your online fundraising page to include your motivation for raising funds for the Rick Hansen Foundation, photos, and a call to action for support.
- Load up your address book. Include your co-workers, friends, family, team members, business associates and suppliers.
- Send in your cash/cheques if you are fundraising online and RHF will add these donations to your online fundraising total.
- Ask for a specific dollar amount.
- Ask, ask, ask!
- Connect with the Rick Hansen Foundation by calling 1-800-213-2131 or email fundraising@rickhansen.com, so we can promote your event online and help you in your fundraising efforts.
- Understand what payment options are available to the donor (cash, cheque, Visa & M/C).
- Encourage people to make a donation online through your online fundraising page as it is the easiest way to give and they will be issued an electronic tax receipt.
- Be prepared to answer the following payment questions:
 - Q. Will I receive a tax receipt?**
 - A. Yes – tax receipts will be issued for all donations of \$20.00 or more. If you give online, your tax receipt will be issued right away. Donations received by mail will be tax receipted within two weeks.
 - Q. Who do I make the cheques payable to?**
 - A. Rick Hansen Foundation
 - Q. Where do the funds go?**
 - A. The funds raised will go towards spinal cord injury research, accessibility initiatives and quality of life programs for people living with a disability across Canada.
 - Q. Why are you fundraising for the Rick Hansen Foundation?**
 - A. Be prepared to share your personal story on why you are fundraising.
- Ask a business, employer or co-workers to match the funds you raise or to donate a prize.
- Use social media to promote your event or personal fundraising page by using Facebook, LinkedIn or Twitter. Remember to post about your event on the Rick Hansen Facebook page.

- Tweet about your event using #RickHansenFdn.
- Connect with local media to get your event listed or promoted.
- Follow up on your asks and make it as easy as possible for donors to give.
- Thank your donors for their gift with a follow up email or phone call.
- Report back once your event or personal fundraising campaign is over. Share your success, remind your donors where the funds are going and thank them again for supporting your fundraising efforts.