

# FUNDRAISING TOOL KIT



**LEVEL UP**



## for fundraisers

Lansdowne Children's Centre  
**HEROES WALKANDROLL**



**WALK. ROLL. DONATE. FUNDRAISE. SPONSOR.**  
**REGISTER ONLINE!**

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**SCAN ME**



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## FUNDRAISING

- ☐ I have set a personal fundraising goal.
- ☐ I have personalized my fundraising web page.
- ☐ I have made a self-donation to get things started.
- ☐ I have downloaded the email banner and updated my email signature to let others know I am participating in the Lansdowne Heroes Walk and Roll fundraiser.
- ☐ I have called, emailed, and texted people inviting them to support my fundraising efforts.
- ☐ I have sent personalized reminders to everyone I contacted.
- ☐ I have shared my personal fundraising page on social media.
- ☐ I have shared my Classroom Letter with a teacher to promote Lansdowne Heroes Walk and Roll.
- ☐ I have shared my Employer Letter at work to request their support for my fundraising.

**5x**

### Did you know?

Fundraisers who personalize their fundraising page raise over 5x more than participants who don't.



# FUNDRAISING IDEAS



## 1. Create an Amazing Race Team Challenge

Dress up as your favourite Heroes. Visit a mall or downtown, and try to collect donations from/in 5 target locations, like: a hardware store, a bakery, a clothing store, a bank and a restaurant. Invite donors to take a selfie with you as proof and share your story on social media.

## 2. Community Craft & Treat Market

Have your team members prepare homemade crafts, baked goods, or treats to sell in your local neighbourhood to raise funds and awareness of your fundraising.

## 3. "You've Been Challenged!"

Members of your team face off in silly challenges, seeing who can raise more funds in a short time to avoid inconvenient outcomes like: a pie in the face; a bucket of ice water dumped over their head; a bad haircut.

## 4. Comic Art For Heart

Take a pen or pencil, and notepad or sticky notes to a place with lots of people and offer to draw them a picture of themselves as a superhero if they make a donation to your fundraising team. Draw your best stick figure or character to say thank you.



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## HOW TO RAISE \$500 IN 5 DAYS

1

Give yourself a strong start with a \$25 self-donation. When donors see that you've personally invested, they're more likely to support your fundraising efforts too.

2

Invite five close friends to support your fundraiser with a \$25 donation. Their generosity will get you \$125 closer to your goal. Use the letter or email templates in your Fundraising Tool Kit to make it easy. Share that every donation helps local kids and families to access support for additional needs.

3

Reach out to 10 family members or neighbours, inviting each of them to donate \$15. Their generosity will raise another \$150. Now, you're over half-way to your goal, AND helping to connect kids with support for their needs.

4

Think about six local businesses you visit most often. Ask them to support your efforts with a \$25 donation. You're nearly at your goal!

5

Ask your employer for support. A \$50 donation can make a big difference. Use your Employer Letter or Email from your Tool Kit. Maybe the company will even match how much you raise and double your goal!

# SOCIAL MEDIA HERO MESSAGING

FOLLOW AND TAG: @HEROESWALKANDROLL @LANSDOWNECHILDRENS

Share your personal connection to Lansdowne Children's Centre programs on social media. Let your friends and followers know why this organization and Heroes Walk and Roll matters to you. Include a picture and don't forget the link to your fundraising page.

Here's a challenge: direct message (DM) 10 people and invite them to donate \$10. If everyone says yes, that's \$100 raised! Rather than sending the same message to everyone, make each one a little more sincere and personal.

Give your profile a fundraising makeover! Update your profile picture or cover photo to spread the word that you're supporting Lansdowne Heroes Walk and Roll. On Facebook, add a link to your fundraising page in the photo caption, and on Instagram, include it in your bio so it's easy to find.

Say hello to your supporters and followers with a quick video. Use a story or reel to share that you're participating in the Lansdowne Heroes Walk and Roll. Let people know what you're hoping to raise, ask for their support, and include a link to your fundraising page.

Don't forget about your LinkedIn community! Support could come from your professional connections. Create a quick post about your fundraising journey and why supporting local kids, families and Lansdowne Children's Centre is important to you.

Celebrate the people who are helping you to reach your goal. Thank them publicly on social media. Share your appreciation and help your donors feel valued and recognized, while also showing others the impact of supporting your fundraiser.

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**How can we help?** If you have questions, please contact Ashlyn at [agladman@lansdownecc.com](mailto:agladman@lansdownecc.com)