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Team Captain Guide

So You've Signed Up to Fundraise, Now What?

You've signed up as a participant in a peer-to-peer fundraising event, taking the very first step to support a cause you love. Now it's time to spread the word and ask for support, but where should you begin?

Make sure you hit the ground running by taking some time to review the following fundraising tips and best practices that have been shown to make a difference. The more of them you try, the higher your chances of succeeding. Let's go!

First, get your fundraising page in tip-top shape!

Before you start asking for donations and inviting people to join your team, evaluate your fundraising page and ensure it hits the mark for both visual and emotional appeal.

Set a SMART fundraising goal, if you haven't yet.

Make it specific, measurable, attainable, realistic and timely. Your goal should be high enough to encourage donations, but low enough so it's not unattainable. Establishing a goal will allow people to track your progress, and allow donors to see how much their donation helped you toward reaching your goal.

A strong page name goes a long way.

Grab attention from the second someone lands on your fundraising page. Try choosing a page name for your fundraiser that includes call to action words, such as "Please Help", "Join the Fight" or "We Can Stop". Convey the need the campaign will support, such as "Join the Fight to End Hunger".

Use photos and videos.

Photos and videos are great for connecting with people. Sharing photos and videos related to your fundraiser gives people a way of visually connecting with the cause and will help increase the amount of donations you receive.

Share your fundraising story.

Sharing your personal connection to the fundraiser helps others connect with the cause, and provides motivation for them to donate. To craft a hard-hitting page description, ask yourself why you're participating, why this cause is important to you, and what the impact of the cause is on the environment, community, etc.

Make the first donation.

tart your fundraiser by donating yourself! This sets the tone and creates momentum for future donations.

READY? It's time to start fundraising!

It all starts with the ask.

Very likely, the people close to you will be eager to help if they know how important the cause is to you. Send a personal email, text message, social message, etc. to your friends and family. Mention your participation and personal goals at your next family gathering or in the break room at lunchtime. If they seem interested, follow-up with an email that includes the direct link to your fundraising page.

Invite your friends, family and colleagues.

There are awesome built-in tools available to help you manage your team. It's easy to get them signed up!

- On the event webpage, click "Join a Team"
- A list of teams will show (make sure they know the name of your team)
- Click "Join this team" – and walk through the registration with Canada Helps. And they're ready to go!

Share on social media, and tag with #walkforrestore.

Sharing posts on social media is a fantastic way to bring awareness to your fundraiser. Connect with your network sharing fundraising updates, reposting event campaign posts, and sharing stories related to the cause – and of course, upload lots of photos and videos before, during and after the event! Be sure to use the hashtag #walkforrestore in your captions, to connect your posts to the bigger event!

Don't forget about email.

Email is a great way to send personalized messages to those who have personal connections to your fundraiser, or those that you think would be interested but don't use social media. If you use email often, include a link to your page in your email signature to effortlessly spread the word.

KEEP THE TEAM'S MOMENTUM GOING!

Once you have your team in place, ensure you're available to answer any questions your team has. Keep them motivated with encouraging messages that you can quickly and easily send directly from the CanadaHelps Fundraising platform. Great touchpoints include times when they have:

- Joined your team
- Received their first donation
- Reached 25%, 50%, 75% & 100% of the fundraising goal

If you've noticed a team member has joined your team but not received a donation after 3 – 5 days, get in touch and share some of the tips in this guide (there's more in the participant's guide!). It's best to encourage them early on while they're still engaged.

It also helps to send your team members event reminders and countdowns. Let them know when it's 2 weeks, 1 week, 3 days and 1 day before the fundaiser deadline.

Do one final push.

A final call for donations on the day before and the final day of the fundraising event can really help move the needle. Once your friends and family see how close you are to reaching your fundraising goal, they'll want to help you get past that finish line even if it means making a second donation.

Celebrate and say thanks!

A successful fundraiser is a wonderful personal accomplishment and major cause for celebration. Send a thank you note or message to each person that donated and participated to show your gratitude. Update everyone with a summary of what was accomplished and the impact it will have. Who knows! Some may love to join you next time.

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