



Fundraising Tips and Tricks



Share Your Why

Everyone has a different motivation for holding a fundraiser for Diabetes Canada. Share your story on your fundraising page by logging in at diabetes.ca/fundraise.



Spread the Word

Make a list of all the different circles of people you have in your life. This could include family, friends, colleagues, and community groups. Decide how you will share your fundraiser with them:

- In-person
- Email
- Phone call
- Posters or flyers
- Social media
- Local news or radio



Ask...and Ask Again

In general, people are more likely to give when they are asked directly. Visit your My Diabetes Fundraiser portal at diabetes.ca/fundraise to send emails using prewritten templates straight from the site.

Don't be afraid to remind people if they haven't gotten back to you, or if they said they would support your fundraiser but haven't yet. A friendly nudge might be just what they need to give their support.



Talk to Your Employer

Get in touch with your Human Resources department to see if there are any employee giving programs at your company. Some companies will match employee donations to a charity, or support your fundraiser in another way.



Community Events

Host a community fundraiser with your workplace, service club, or faith group.

- Car wash
- Community barbecue
- Block party
- Fashion show
- Games night
- Yard sale



Celebrate or Commemorate

Celebrate a special event or milestone by asking for donations in lieu of gifts.

- Birthday
- Anniversary
- Wedding
- Di-aversary



Challenge

Get active and challenge yourself! You could involve the community, friends, colleagues, or take on a challenge all on your own.

- Host a community a-thon
- Join or train for an event

(walk-a-thon, dance-a-thon, marathon, triathalon, etc.)



Create

Use your hobby or other interest as an idea starter. Whether you are crafty, artistic, or just want to think outside the box, the possibilities are endless.

- Book club
- Paint night with friends
- Cooking competition
- Hair dare (dye your hair blue or get a cut when you reach your goal)

Add other unique elements to your fundraiser

Consider including fun additions to your event to draw more attention and potentially raise more funds. Ideas could include:

- **Auctions** - Collect items, gift cards and experiences from local businesses to auction live or as a silent auction.
- **Raffles or contests** - Sell raffle tickets or host a contest for those who participate or donate. Be sure to check with your local municipality before you start to make sure you are following local regulations.
- **Awards and Rewards** - Engage and encourage event attendees to go above and beyond by creating unique experiences or incentives.