



FUNDRAISING TOOLKIT

Your guide to hosting a fundraiser in support of War Child Canada and the children and families we serve.



WHY WAR CHILD?

War Child Canada is a critically acclaimed, internationally recognized humanitarian organization that has, for over 25 years, been protecting, educating, and providing economic opportunities to war-affected children and their families.

War Child's locally driven and locally led approach is grounded in a deep understanding of the complex issues facing conflict-affected communities and a commitment to sustainable, long-term solutions. We support the most vulnerable people living in the most unstable humanitarian environments, breaking cycles of violence and poverty and creating brighter futures for millions of at-risk children.

SIX

program countries, including
Sudan, South Sudan, Afghanistan,
Yemen, Uganda, the DRC

99%

of staff are local to the
regions they serve

25+

years supporting millions of children
and families in many of the most
volatile areas of the world

WWW.WARCHILD.CA



[CLICK TO
PLAY VIDEO](#)



READY TO TAKE ACTION?

CANADA

Here are the key steps to make your fundraising initiative a success!

1 Let us know you're fundraising! When you're ready, [register your event here](#).

We'll send you some exclusive branded resources, offer guidance, support, and promotion ideas.

2 **Plan your fundraiser.**

Decide on key details including setting a goal (see page 4) and choosing the type of fundraiser you will host (see page 5). Think about the campaign dates, how you plan to raise funds and promote it, and if you'll need a team to organize with.

3 **Ensure your fundraiser is legal.**

Please note that War Child will not be able to:

- Reimburse event expenses or assist with funding.
- Apply for any gaming and liquor licenses i.e. bingos, raffles, or insurance.
- **Provide charitable receipts for donations that do not meet CRA guidelines and requirements, or go against War Child Canada receipting policies.**

4 **Leverage your online fundraising page.**

It takes minutes! Setting up your custom DIY fundraiser is fun and easy. It gives you a personal link to share your event, the ability to collect donations online, sell tickets, manage registrations, and ensure that donors receive charitable tax receipts. See page 5.

5 **Share, share, and share!**

Get the word out by promoting the event through social media, sending personal emails, and encouraging your inner circle to make a contribution. See page 7 for a list of our resources!





YOUR FUNDRAISING IN ACTION

Setting a goal is an important step in your campaign's success.

This will give you and your community a target to rally around, and can really drive the fundraising energy!

Here are just a few ways that every dollar you raise can make an incredible impact:

\$10

Textbook for a student attending lower-secondary accelerated learning programs.

\$20

Learning Materials
Stationery, bags, textbooks for a single child.

\$60

Classroom Materials
Whiteboard, markers, carpet benefitting 40 children.

\$75

School Desk
One desk can provide a work space for 3 children.

\$150

Recreation Kit -
Provide indoor and outdoor games for an entire community.

SET UP YOUR FUNDRAISING PAGE

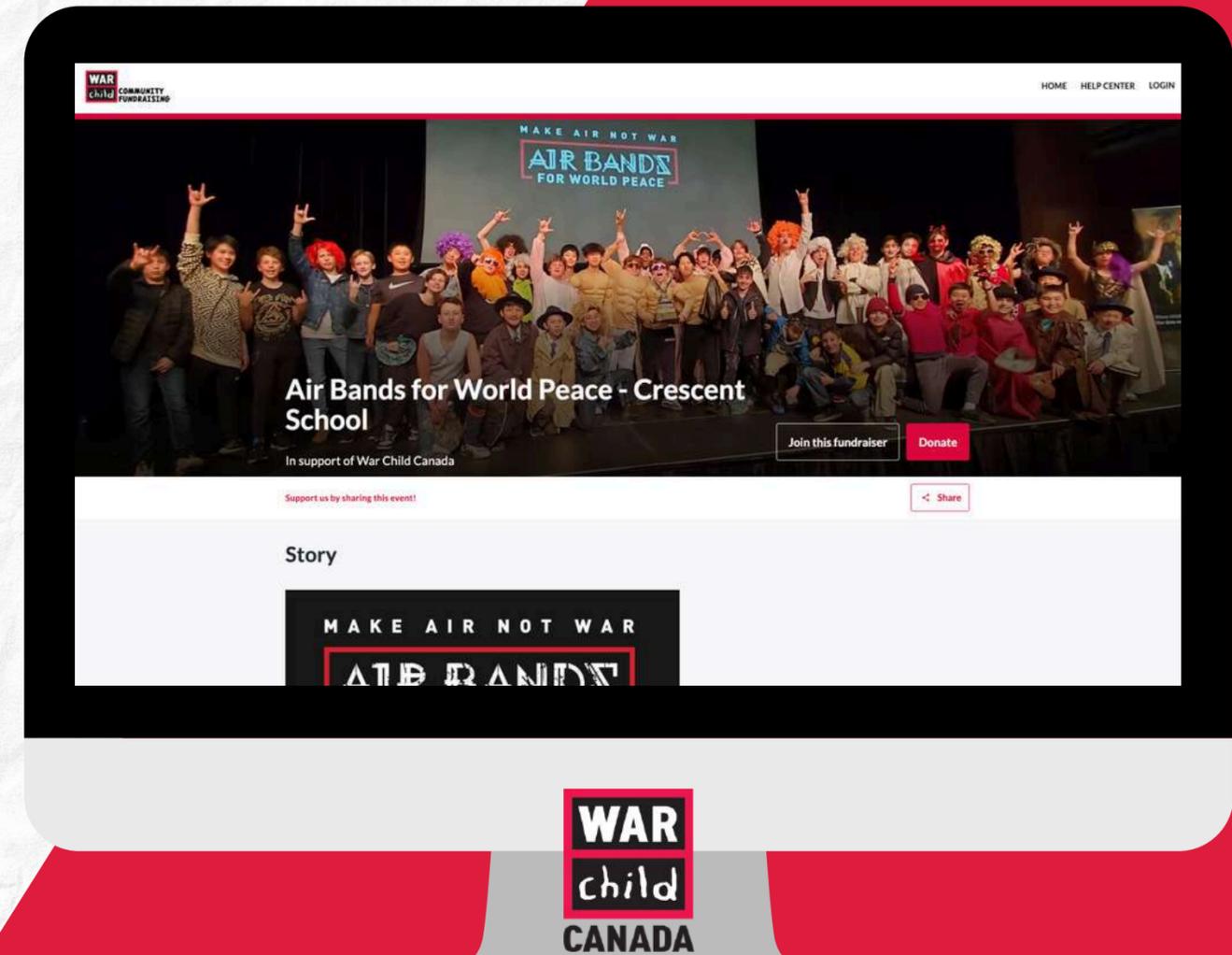
By registering and setting up your event, you'll get:

- A link to a personal fundraising page that you can share.
- To set a goal and track progress in real-time.
- The opportunity to accept online donations, sell event tickets and manage registrations.
- For team events, you will get access to a range of Peer-to-Peer features including personal individual/team pages!
- Automated charitable tax receipts issued/emailed to donors for donations over \$10.

[Click here to get started!](#)



Tip: If you're hosting an in-person event, create a QR code that links to your fundraising page. You can encourage people to donate directly!



Elements of your fundraising page are customizable!

Take a minute to update the photos, and include a personal story on why you're fundraising for War Child.

You could raise 85% more just by writing a page summary.

WAYS TO FUNDRAISE

Here are a few ideas to get you started:

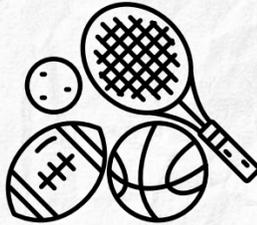
INDIVIDUAL GOAL

for events with a shared goal and ONE main fundraising page

TEAM FUNDRAISER

For events where teams work together and can set up their own fundraising pages:

	<p>Celebrate a Special Day Like a birthday, graduation, or anniversary. In lieu of gifts, ask for a donation to your fundraising page.</p>
	<p>Host a Live or Virtual Experience! Choose a theme or a form of entertainment. Some ideas include a talent show, game or movie night, or a dance! Donate the cost of an "event ticket."</p>
	<p>Have a Bake or Crafts Sale Show off your culinary or creative skills for a good cause! You can donate the proceeds of your community fundraiser.</p>

	<p>Organize a Tournament or Fitness Challenge Turn your passion for sports, fitness, yoga, or just healthy competition into a powerful tool for change.</p>
	<p>Engage Your Employees Set up a workplace campaign or challenge, and get your employees to fundraise/compete to unlock special rewards (like dress down days or social events)!</p>
	<p>Host a Hackathon Bring together tech enthusiasts, developers, designers, and problem-solvers to collaborate on innovative projects around children in conflict during a hackathon!</p>

FUNDRAISING TIPS & TRICKS

A photograph of a smiling woman with short hair, wearing a leopard print cardigan over a dark top, holding a baby in a yellow shirt. The background is a textured, light-colored surface.

1 Make a Personal Donation
Kick-start your commitment with a personal contribution. People who donate to their own page to get started raise **84% more!**

2 Start With Your Inner Circle
Reach out to your friends and family first. These early, personal appeals can help build momentum!

3 Share on Social Media
Leverage the power of your social platforms to reach a wider audience. Regular updates, engaging visuals, and short videos can increase visibility and encourage shares.

4 Personalize All your Outreach
Make use of our sample messaging and thank you letter templates; sending individualized asks helps encourage people to make a donation!

5 Follow Up and Thank Your Supporters
Don't be afraid to nudge! You can update contacts with your fundraiser updates, and share your progress on social media. Make sure to shout out and send thank yous to donors!

Tips for Social Media Success:

- Include a link or QR code to your personal fundraising page in your bio, posts, and stories.
- Make use of our editable templates and our content repository when you share. Include personal photos of your fundraising initiative where possible!
- Be consistent with updates, and recognize donors.
- **Tag @WarChildCan #WarChildCan**



THANK YOU

for your interest in supporting War Child Canada.

We're here to help. If you have any questions or need help with your fundraising initiative, please contact:



Pujita Verma
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[Click here to get in touch](#)

