

Fundraising Tips

Reaching your minimum goal is easy!

To Raise \$100 you just need

5 gifts of \$20

How many of your friends could benefit from a tax receipt? Use social media to ask them!

To Raise \$100 you just need

50 gifts of \$2

Toonies Add Up Fast. Host a dress down day, a bake sale or put a collection jar up at the office.

To Raise \$500 you just need

10 gifts of \$50

Consider hosting a dinner party for your friends, family or clients. Share a Y story over dinner and make the ask during dessert.

Register Online: MovetoGive.ca is an easy way to get started towards your fundraising goals and track your progress. Here you can customize your fundraising page with photos and stories, and recruit donors using our easy-to-use e-mailing system! This system has pre-written emails for you to send to family, friends, and colleagues and easy-to-share messages for social media. Customized fundraising pages can raise up to 17% more donations.

Get Social: Social media is a great place to recruit team members and donors. Share your fundraising profile to social media and be sure to include why you are fundraising. Your **What Moves You** personal story can really motivate people to get behind your cause and donate. Remember to use the hashtag #MovetoGive.

Know Your Cause: Learn more about the YMCA and our impact and get to know other people who have been impacted by the YMCA at MyY.ca.

Set a Fundraising Goal: Ask yourself what kind of an impact you want to have. Set a goal and break it down into steps. Remember that with the support of our generous sponsors, the funds you raise will help the YMCA provide life changing programs and services to your community. If you need a little extra motivation you can check out our great incentive prizes.

Make the First Donation: If you give, others will too. Start off on the right foot by making the first donation then share your impact via email and social media!

Ensure Cheques are Correctly Addressed: Please address cheques to YMCA of Simcoe/Muskoka. Optional notes may include "Move to Give" and your team name.

Add Your Own Incentive: Show your friends and family how much this means to you by adding in your own incentive for them. Tell them that if you make your target you will match their donations; complete your Move to Give challenge in a funny costume, up your physical challenge or other personal incentives.

Thank you, thank you! Always thank your supporters. Whether it's a small or large donation, let them know how grateful you are. Additional tools are available at MovetoGive.ca that can help you make sure no one gets missed.

Thank you for your support!