

Fundraising Tips

Reaching your minimum goal is easy!

To raise \$100 you just need

5 gifts of \$20

To raise \$250 you just need

5 gifts of \$50

To raise \$500 you just need

5 gifts of \$100

Use email and social media platforms to ask for the support of your friends and family. If people are unable to donate, ask them to share your message. The more people that see your message, the quicker you will reach your fundraising goals.

Register Online: [MovetoGive.ca](https://www.movetogive.ca) is an easy way to get started. Here you can customize your fundraising page with photos and stories, then recruit donors using our easy-to-use emailing system! This system has pre-written emails for you to send to family, friends, and colleagues. Easy-to-share messages for social media are also available. 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 on 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.

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.

Make the First Donation: If you give, others will too. Start 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.

Thank you for your support!