



## Fundraising Tips

**Below are some ideas and suggestions to help you reach your fundraising goal:**

- **Customize your hike page** - Login to your Canada Helps donor account. Give your page a new title, add a picture, and most importantly, tell your supporters why you are Hiking for Hospice.
- **Make a donation to yourself** - It sets the bar and will help your supporters decide what amount to donate. Go to your fundraising page and enter a gift.
- **Send emails to get donations** - Write your own email or use our template to send to your friends, family and colleagues. Be sure to follow up with people that are close to you through phone and text messages.
- **Ask your employer for matching gifts** - Many employers match donations through a matching gift program. Check your company's policy on this to learn how you can double your impact.
- **Add your URL to your email signature** - Everyone you send an email will be able to access your Hike Page easily and quickly. Don't forget to add a little message so that people know what the link is for.
- **Use social media** - In Manage my page, share your URL by clicking on the Facebook or Twitter buttons. Use the **hashtag #HikeforHospice2021**.
- **Keep an eye on your goal** - Check your Hike fundraising page often to see how close you are to achieving your goal. Once you reach your goal, share the good news! Let everyone know you're on track to beat your goal and need their help!
- **Build a team!** Help motivate each other! Starting a team is easy - ask friends, family and co-workers to join your team. Decide on a fundraising goal for the team and throw in a little friendly competition.
- o **Collect pledges and have fun!**