

Marche  
pour vaincre  
la SLA

Walk  
to End  
ALS

ALS QUEBEC



TIPS AND IDEAS  
FOR YOUR  
FUNDRAISING

# 1. Set a goal



Making donors aware of a high goal lets them know that you are committed. Some of our Top Pledge Earners realized that long-time donors gave more when they knew they had a high goal.

# 2. Make a personal pledge first

Make your personal pledge first, and make it as significant as you can. When donors see your name beside a contribution, they will see you as credible and serious. As a result, they will donate accordingly.



# 3. Tell your story

Tell your personal story to explain why you are raising money. The story may contain information about how this disease has affected you and how important finding a cure is to you and your family.

# 4. Ask! Ask! Ask!

Ask as many people as you can: your accountant, banker, pharmacist, dentist, doctor, hairstylist, etc.

Promote the event everywhere and consider everyone as a potential donor. You never know when a pledging opportunity will arise!

## **5. Ask for a specific amount**

Be specific about donation amounts. For returning donors, remind them what they donated last year and ask them to up the ante.

## **6. Start early**

The sooner you start collecting donations, the better. For personal or professional reasons, people may not always be available or willing to donate at all times.



## **7. Inquire about matching gifts**

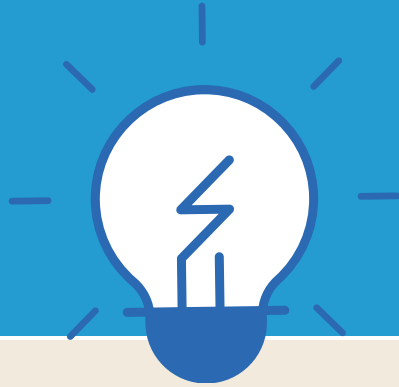
Contact your Human Resources department to find out if your company has a corporate Matching Gift Program. Thanks to such a program, the company will match your donation.

## **8. Be optimistic**

Excitement is highly contagious! It's important for potential donors to know and feel how enthusiastic you feel about the event, their donation and your commitment to ALS Quebec's mission: offer support to ALS patients, fund medical research and build awareness.

## 9. Get creative

Fundraising is more than simply asking for a donation. It's a chance to get creative and engage friends, family and colleagues. You will find later in this document fundraising activities ideas.



## 10. Stay motivated

You don't have to be afraid to take no for an answer from people. People often donate to many causes and may not find it possible to donate to everyone. Don't be offended if people say no.

## 11. Stay in touch & Thank donors

- Keep them informed of your progress.
- Send personalized thank you notes as soon as possible.
- Be positive and appreciative in letters/emails.
- Thank everyone after the event and include a grand total of the contributions received

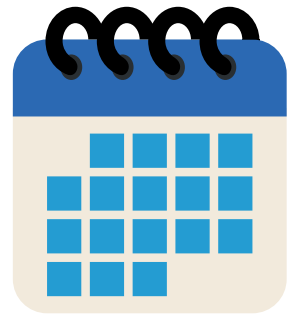
## 12. HAVE FUN!

Remember, you are making a difference in the lives of people living with ALS.  
Thank you!





# Ten days to become a Top Fundraiser



## Day

1

Set the ball rolling by making the first \$50 donation.

2

Ask two family members to donate \$25

3

Ask five of your friends to donate \$15 each

4

Ask five co-workers to contribute \$15 each

5

Ask your spouse to donate \$25 each

## Day

6

Ask five people from your social group or sports team to contribute \$15 each

7

Ask your employer to make a \$50 donation

8

Ask five local merchants to contribute \$10

9

Ask five neighbors to contribute \$10 each

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**TOTAL**

**\$ 500**

## Day

10

Thank everyone who supported you by sending out thank you e-mails, letters, or cards.

# FUNDRAISING IDEAS

## FOR THE OFFICE



**Lunch** - Instead of going to a restaurant, everyone brings their own meal and contributes the amount that they would have spent on lunch.

**Matching Funds** - encourage your CEO or President to contribute an amount that is equivalent to the funds collected by your team and you or to become your major contributor.

- **Piggy Bank** – The ALS Society can provide an ALS donation piggy bank that you can store at your office, at the reception or in a high traffic area.
- **Auction off a good parking place** at work.
- **Give-it-up day**- Let go off something you cannot live with for a day ( Facebook, caffeine, nicotine, gum, etc.) and have your colleagues sponsor you.

**Movies** - rent short videos (old films and classic movies are always appreciated) and organize a film week during lunchtime. Charge an admission fee and invite employees to eat while watching the movies.

**Payroll giving**- This involves giving directly from your pre-tax salary. Verify with your employer if such a program exist or could be created and spread the work.

# FUNDRAISING IDEAS

## ENTERTAINMENT



Comedy club - ask a local club to organize an evening in support of the ALS Society of Quebec. Invite friends and family to help you sell tickets.

Organize a wine and cheese tasting.



Organize a party or a dance with a theme - Beach Party, disco, golden age, etc.

Hold a raffle for people who donate the minimum amount set or more.

## FAMILY

Gift packages during holidays (Christmas, Mother's and Father's Day, Valentine's Day).

Christmas and birthday cards – making and selling them, or selling purchased cards.



Hold garage sales / bake sales / barbecues / dinner parties at home / car washes.

Ask for a donation in lieu of special occasion gifts.

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If you have questions, please feel free  
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**THANKS AND GOOD LUCK!**