

# Walk to end ALS



Tips and ideas  
for your  
fundraising

# 1. Set a goal

By informing your donors of the amount you hope to raise, you demonstrate your commitment. Many of our top fundraisers have noticed that their supporters tend to give more generously when they know the fundraising goal is ambitious.

And **once you reach your goal, we encourage you to increase it** to maximize your fundraising until the event.

# 2. Personalize your page

Adding **a photo** and **a personal message** to your page enhances the credibility of your fundraising.

Explain your connection to the cause and why you are participating in the event – this information helps build a meaningful link with your donors and encourages them to support you.

# 3. Make the first donation

By making the first contribution yourself, you show your donors that this event truly matters to you.

**No matter the amount, this gesture will inspire your loved ones to donate as well.**

## 4. Engage your network

Your story is your greatest strength. Explain why you are committed to end ALS, how the disease affects you and what finding a cure represents – for you and for people living with ALS. This human connection gives real meaning to every donation.

Don't hesitate to reach out widely: family, friends, colleagues, and people you interact with daily. The more you talk about your initiative, the more momentum it gains.

### **Use different ways to reach your network:**

- by sending personalized emails to family and friends;
- by informing your colleagues at work;
- by posting on social media;
- by using posters (available in the toolkit) to promote the event when needed.

Using multiple approaches helps you reach more people and maximize your impact.

## 5. Send reminders

People often have busy schedules and may forget to follow through on a donation they intended to make. **Don't hesitate to send reminders** – they are essential to the success of your fundraising campaign.

Also consider following up, when appropriate, with people who have supported you in previous years.

Start your outreach **as early as possible**, ideally several weeks or months in advance. This gives your network time to plan and allows you to multiply opportunities for follow-up, which directly increases your results.

## 6. Use your social medias

Social media is a simple and effective way to share your initiative and encourage your network to donate.

- **Post regularly** to encourage contributions
  - announce your fundraising campaign and explain why you're participating;
  - share your story, your connection to ALS, anecdotes, photos, or videos;
  - highlight key milestones such as reaching your goal or the halfway point.
- **Engage your community:** reply to comments, tag donors (with permission), and share the concrete impact of your campaign.
- Use the **visuals** or **key messages** available in the toolkit.
  - Eye-catching visuals help capture attention.
- Don't forget to include the **link to your team or participant page** to make donating easier.

## 7. Adopt a motivating attitude

**Your energy, creativity, and perseverance are your best allies in fundraising.** When your network feels your enthusiasm and your commitment to ALS Quebec's mission, they are naturally more inclined to support you.

Fundraising goes well beyond simply asking for donations. Feel free to propose **original ideas** to energize your campaign and reach your contacts in different ways. You'll find fundraising activity ideas later in this document.

**Stay motivated** – and above all, don't be discouraged by refusals. Many people are asked to support several causes. A refusal does not diminish the value of your involvement. **Every action contributes to raising awareness about ALS.**

## 8. Leverage matching gift programs

Check with your company's Human Resources department to see whether a corporate matching gift program is available. Through this program, the company may match your donation, doubling your impact.

## 9. Thank your donors

Take the time to **personally thank each of your donors** – their support is invaluable! Express your appreciation by email, on social media, by phone, or in person.

Keep your supporters informed of your progress and your total fundraising amount.

After the event, share photos to highlight their impact and maintain their engagement.

Use one of the visuals available in the toolkit or include a photo of yourself at the event to personalize your message.

## 10. Have fun!

Enjoy planning your fundraising campaign and sharing it with your community – your enthusiasm is contagious and helps bring others on board.

Remember that every action and every dollar raised makes a real difference in the lives of people affected by ALS.

**Thank you for your commitment and your contribution to the cause!**

# How to raise \$500 in 8 steps

- 1 Make the first donation of \$50 yourself
- 2 Ask two family members to give \$40 each
- 3 Ask three friends to donate \$30 each
- 4 Ask three colleagues to contribute \$20 each
- 5 Ask two neighbors to give \$20 each
- 6 Ask three people from your social group, association or sports team to donate \$20 each
- 7 Ask your employer for a \$50 corporate donation
- 8 Post on social media to raise the final \$70!

**Total = \$500**

# Fundraising Ideas

## Fun and social activities

- Quiz or bingo night / Talent show or comedy night
- Themed party (casino, beach, disco, etc.)
- Wine and cheese night
- Movie screening at home or at work
- Board game tournament
- Video game tournament or live streaming

## Family and community activities

- Car wash / Garage sale or clearance sale
- Barbecue or benefit brunch / Baby shower or wedding with donation suggestion
- Creative workshop (painting, crafts, cooking, etc.)
- Gift wrapping during the holidays
- Family sports challenge (walking, cycling, hiking) / Zero-waste challenge

## Personal or friendly challenges

- Sports or endurance challenge
- 10,000 steps per day challenge / cumulative kilometers challenge
- Challenge to quit a habit (coffee, sugar, social media, etc.)
- Fundraising for a birthday or special event
- Creative or artistic challenge
- Benefit dinner with friends or loved ones

# Fundraising Ideas

## Business Activities

- Solidarity lunch (bring your own lunch and donate the equivalent of a restaurant meal)
- Sports challenges among colleagues
- Inspiring lectures
- Internal raffle or auction / Employer-matched donation program
- Movie week during lunch hour
- Organization of a corporate solidarity event

## Virtual or hybrid activities

- Virtual quiz night
- Online creative workshop / Wellness workshops
- Social media challenges (30-day challenge, sports or creative challenge)
- Connected sports challenges via apps (Strava, Fitbit, etc.)
- Virtual show or performance
- Online video game tournament

## School activities

- Theme day (wear a color or costume)
- Student sports tournament
- Talent show or contest
- Snack or bake sale
- Group physical activity challenge
- Can collection or recycling
- Tree planting with donations

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If you have any questions or need advise,  
please don't hesitate to contact us :

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**Thank you and happy fundraising!**