



Keeping Vancouver Island Hospice Care in Motion A TWO DAY GROUP CYCLE FUNDRAISER

FUNDRAISING TIPS TO REACH YOUR GOAL

Thank you for signing up for the Cycle of Life Tour! We are excited to have you join us. To help you reach your fundraising goal here are ten fun and easy things you can do.

- 1. Personalize your fundraising page.** Upload a photo and share your story. It will inspire others to donate. Set a goal as people will donate a little bit more if they know you're close to your goal. To get started, log into your fundraising headquarters: <http://vh.convio.net/cycleoflifetour2024>
- 2. Be a social media fundraiser.** People lead busy lives and social media is a great way to connect with them. Try requesting a specific donation amount in your email, Facebook, Twitter and Instagram post. Example, donate \$25 to help me reach my goal of raising \$500 for hospice care on Vancouver Island. Use words like "Donate Now".
- 3. Always be ready to accept a donation.** Keep a donation box on your desk at work, or reception counter. Always keep a pledge form handy in your purse or pocket.
- 4. Ask your favourite local business.** If you enjoy supporting your local coffee shop or store, they might enjoy supporting you! Some stores may be willing to put a donation box at the till or donate a gift certificate for you to auction off.
- 5. Ask your fitness instructor or yoga teacher to host a charity class by donation.** Some yoga studios already have a karma class with proceeds to a local charity.
- 6. Have a matching challenge.** Ask your employer to match your donations or if you have a family member or friend who might make a significant contribution, ask to use their gift as a matching challenge. For example, Mr. Smith will match every donation up to a total of \$500. That way if you raise \$500 from other donors, Mr. Smith will also donate \$500 and you will have raised \$1,000! Donors love to know their gift will be doubled.

7. Challenge sporting groups you belong to, for example:

Challenge your golfing foursome to donate for every stroke over par during a round, your baseball team to donate every time someone hits a grand slam or strikes out; your bowling team to donate for every strike; your office to a “putting contest” during lunch hour.

8. Host your own fundraising event. Engage your family, friends and community with a fun event:

- garage sale, book sale or car wash
- bring breakfast treats into the office and entice your co-workers by donation
- silent auction – you can even run an online auction at <https://www.32auctions.com/>
- pub night
- host a fun evening of making a craft, painting, or tie dyeing t-shirts and charge admission
- instead of going out for dinner, host a meal at your home and invite friends to come by donation
- head shave, karaoke competition, and more!

9. Feeling fired up? Take the targeted approach to \$1,000. Sponsor yourself for \$50; ask two family members to each contribute \$50 each; ask 10 friends to contribute \$20 each; ask five co-workers to contribute \$25; ask five neighbors to contribute \$25; ask five people from fitness/exercise class to contribute \$25; ask your supervisor at work for a contribution of \$50; ask three local merchants to each contribute \$50; ask four businesses you frequent to each contribute \$50. Just ask! You would be surprised how many people will want to help you.

Be Creative and Have FUN!

Need Help? The Cycle of Life Tour and Victoria Hospice can:

- Provide and approve the use of the Cycle of Life Tour name and logo for your event
- Promote your event on our social media sites
- Provide information on tax-receipting guidelines for your event https://victoriahospice.org/wp-content/uploads/2019/07/special_events_tax_receipts.pdf
- Put you in touch with other local riders who might want to work with you!

If you have any other questions or ideas you want to discuss, just give us a call at 250-519-1747 or email info@cycleoflifetour.ca.