

# FUNDRAISING TIPS

## SET A GOAL

Aim High! Strive to surpass the fundraising minimum of \$250 per person. The more money you raise; the bigger impact you can make for local, low-income families.

## RECRUIT OTHERS

Make a personalized request to the significant ones in your life – ask your family, colleagues, partner, community members and friends to join you in building and/or fundraising.

## PROMOTE YOURSELF

Spread the word far and wide through letters, emails, social media updates, your local newspaper and more.

## ASK ANYONE AND EVERYONE

Ask family and friends first. Once you've tackled the "easy ones," branching out is simple. Ask clients, colleagues, suppliers and classmates. Don't forget about your hairdresser, accountant, mechanic or owners at your favorite restaurants! Be sure to follow up and remind them. Thank those that donated, keep them updated on your progress and share highlights after the event.

## HOST A FUNDRAISING EVENT

Special events can be a fun, easy and quick way to generate funds in a single day. Get together with friends, neighbours or co-workers and host a garage or bake sale, a pancake breakfast, a clothing drive, a BBQ, jewelry trunk show or a sports challenge.

## SIGN-A-STUD CAMPAIGN

Purchase a 2x4 and have your friends and co-workers sign their name or write a note to a Habitat for Humanity Greater Toronto Area partner family and make a donation. We will then use your 2x4 in the construction of one of our homes!

## PLEDGE DRIVE

Set up a challenge and ask your friends and family to sponsor you. Commit to going vegetarian for a month, wearing only Habitat for Humanity colours for a week, or riding your bike to work, and use a pledge form to track all pledges until the challenge is complete.