

Fundraising Tool Kit



At Outward Bound Canada, our goal is to encourage you to make extraordinary efforts not only during your trip, but also before and after your expedition. We hope that you are inspired by the goal of experiencing a life-changing expedition and that you will consider raising funds towards your adventure! Fundraising is hard work, but you will learn a lot and have great success if you are determined, creative, and inspired!

STEP 1: MAKE YOUR FUNDRAISING PLAN

STEP 2: PREPARE YOUR MESSAGE

Answering the following questions will help you to make a plan:

- How much money do I need to raise?
- How much time do I have to raise the money?
- What do I want to get out of the trip? How can I explain that to people?
- Do I think that Outward Bound will help me learn about myself and reach my goals?
- Who do I know that could contribute?
- How will I let everyone know?
- Is there anything I can offer as incentive for people to donate?
- How can I show them I'm committed?
- What are questions or concerns I have and who can I ask for help?

Create a system to keep track of your donations received and your progress.

Prepare yourself to be able to explain the importance of the course to you, what it will mean in your life, and how you will give back once the course is over! Whether it's humorous or heartfelt, people will respond well to hearing your own personal story.

- **SAY IT!** – Practice an 'elevator' pitch – Imagine you run into someone and you are eager to tell them about your chance to go on an Outward Bound course and your fundraising efforts — in 30 seconds or less! Practice and become comfortable with explaining why going on this course means so much to you.
- **WRITE IT!** – There are lots of ways to get your message out there in writing. Craft a message that can be used on a fundraising page, social media post, a letter, email, and more. You can also use photos and videos, or another creative way to spread your message too. Feel free to use [Outward Bound Canada YouTube Videos](#) as a resource.

STEP 3: ASK AND YOU SHALL RECEIVE!

The #1 reason people give is because they are *asked*! Don't be shy about telling everyone you know that you are participating in your Outward Bound course and raising money for your participation in the course.

- ***Who can you ask?***

Anyone you know! Family members, friends and classmates, family friends, neighbours, teachers, place of worship, coaches, community groups you are involved with – anyone that you think could help you!

- ***How do I ask?***

Create an Online Fundraising Page! GoFundMe is a frequently used fundraising platform (www.GoFundMe.com). Or research other online fundraising tools to offer an online donation option to your donors. Get the message out online – send an email to your networks or post about your fundraiser on social media! Create a handout that you could give to local businesses and community groups in your neighbourhood, your school, or any time you are at a social gathering.

- ***Here are some Fundraising Ideas:***

- Host a fundraising event: such as a coffee house, BBQ, trivia night, or a yard sale, or anything that you think would work well for you and your community!
- What skills do you have that you could share with others? You could sell your artistic work, teach a friend to cook, try gardening or shoveling a neighbour's driveway, with the benefits going to your course.
- Declutter your home and sell gently used items.
- If you have a birthday coming up, you could consider asking for donations instead of gifts.
- Take on a personal challenge, such as a bike ride or run and ask for sponsorships. This would also help you train for the expedition!

STEP 4: DON'T FORGET TO FOLLOW UP AND SAY THANK YOU!

- Many people need more than one request to donate and will appreciate the reminder. Include fun facts and an update on how close you are to reaching your goal. And don't forget an email *after* your course to tell everyone how it went!
- Show your appreciation to your donors and anyone that helped you along the way! Make sure to get their contact information so that you can send them a thank you letter, note or message. Consider including a picture of yourself from your course!



