



On **foot** or by **bike**,
I transform my Outaouais.

Fundraising guide

Dear participant,

Your participation in the **Outaouais Against Cancer** campaign is important for the Gatineau Health Foundation. By participating in this event, you are joining much more than just a physical challenge. You have made a commitment to support the Gatineau Health Foundation in the fight against cancer and to improve the treatments offered at the Gatineau Cancer Centre.

As such, you have committed to raise a minimum of \$250 to reach our collective goal of \$300,000. We thank you from the bottom of our hearts for this exceptional commitment, and we would like to support you throughout your campaign to make your experience as enriching, gratifying and satisfying as possible.

Fundraising is within everyone's reach. This document is designed to familiarize you with various fundraising techniques and provide you with tools and tips to facilitate your campaign.

With a little effort, you'll be surprised just how fast you can reach your goal. In the last two editions, more than 70% of participants even surpassed the \$250 goal. You too can take on this challenge!

Above all, don't be embarrassed to ask for donations. If you believe in your cause, you will be able to raise awareness and garner support from your loved ones. The Gatineau Health Foundation donates more than \$3,000,000 annually to the CISSS de l'Outaouais, and all of it is only possible our community is blessed with people like you who want to contribute to the improvement of health care in our region. Moreover, health is the cause that touches the hearts of Quebecers the most. According to a study conducted by Épisode, more than 50% of donations made by Quebecers are directed towards health-related causes. By participating in the Outaouais Against Cancer campaign, you will be giving your fellow citizens an opportunity to contribute to a tangible project that will have a direct impact on the population of the Outaouais region!

For personalized advice and enquiries, please contact Cynthia Tassé-Lamarche, Annual Giving and Community Engagement Coordinator :

Email: ctasse@fondationsantegatineau.ca

Phone: 819-966-6108, Ext. 310

We look forward to supporting you in your campaign,

The Gatineau Health Foundation team

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Fundraising in Six Steps :

1. Set yourself a goal

The minimum target is \$250. However, you are under no obligation to limit yourself to this amount. The Foundation and its partners have set up different programs to support you in your fundraising. We will communicate with you at different stages of your campaign to provide support and motivation.


2. Identify your fundraising strategies


 Use your **social networks** to reach potential donors

- Example of a social media post:

"Dear friends, today I would like to call on your support for a cause near and dear to my heart: the fight against breast cancer. This year, I am committing to walk/ride (distance/km) because I want to make a difference for the people struggling against this disease right here in the Outaouais region. I chose to get involved because (describe your reasons/motivations). Thank you for helping me reach my goal of (amount) by September 6, 2021. Every donation counts, you too can make a big difference. Visit my page to make a contribution today! (link to your participant page)"

- Send an email to your contacts. For a sample email, visit [this section](#) of our web site.

 Ask your acquaintances for their support directly, person to person.

 See if your employer would be willing to sponsor your campaign (by matching donations) or to let you run a workplace campaign.

 Organize fundraising events to benefit your campaign. Need some ideas ? [Click here](#).

3. Be prepared for your fundraising

- Gather all the tools at your disposal : donation form, solicitation letter, letter of thanks, fundraising e-mail, etc. Visit [this section](#) of our website to download them,
- Make sure you have completed your personal page by adding a photo of yourself, writing down your motivations and, if possible, including a personal message explaining why this cause is important to you.
- Don't start at zero ; make your first donation yourself. This way, you can show potential donors that you are serious about your approach and your commitment to the cause.

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- Identify your potential donors : family, friends, colleagues, professionals (dentist, pharmacist, real estate agent, accountant, mechanic, hairdresser, etc.), city councillor, social clubs (e.g. Filles d'isabelle) or any of your other acquaintances who might support you in your campaign.
- Make a list of the people you wish to solicit and the methods you will use to solicit them. Visit [this section](#) of our site to download templates you can customize or use as an inspiration.
 - Virtual meetings
 - Emails
 - Fundraising letter
 - Social Media
 - Phone calls

4. Start soliciting

- Prepare your speech. Talk about your commitment, the cause you're supporting and your reasons for doing so. Raise awareness among potential donors by explaining the impact of their contribution for our region. Then ask if you can count on their support by making a clear request.
- Explain how they can make their donation: give them a [donation form](#) or send them the link to your personal page. Don't hesitate to give them documentation (brochures, links to our website, etc.) to show the credibility of your approach.
- The Foundation accepts donations by cash, credit card, cheques or bank transfers.
- **Online donations** are made via a secure platform. Everyone who makes an online donation will receive an immediate tax receipt by email.
- All **cash or check donations** must be accompanied by a completed form so that we can issue tax receipts.

*Be sure to submit the forms to the Foundation as soon as possible to ensure their timely processing and to make new donations are added to the thermometer on your personal page. You can send us an email at ctasse@fondationsantegatineau.ca to book an appointment. Please note that the Foundation favors sending checks by mail in order to limit contacts.

**Donations by check can be sent by mail, along with the duly completed donation form.

***Please advise donors that they should allow a few weeks before expecting to receive a tax receipt in the mail.

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5. Follow up with potential donors

- Refer to your list of contacts and follow up with the people you have solicited. Once again, this will demonstrate your commitment to the cause and your determination to reach your goal.
- Don't be afraid to switch communication methods. Ex: first send an email, then make a reminder by phone.

6. Give thanks

- **Thanking** your donors is an important step that you should not overlook, no matter how big or small their donation.
- Once you have reached your goal and the event is over, follow up with your donors to thank them one more time, to share your experience and to highlight the impact of their donation. When donors realize the effect of their contribution, they are more likely to offer their support again.

Fundraising ideas :

- Asking for a donation as a **birthday present**: Your birthday is coming up? Ask for a donation rather than a gift.
- Do you enjoy **crafts**? Knitwear, pastries, soaps, candles, necklaces, your creativity is the only limit! Sometimes it's easier to get donations from certain people when you have something to offer in return.
- Do you work in a public place? Get a poster and a **donation box** from the Foundation and put them in full view of your clients to collect change or cash donations. To get a donation box, send an email to Cynthia Tassé-Lamarche at ctasse@fondationsantegatineau.ca.
- Use your **culinary skills** by selling muffins, cookies, canned food and more.
- Hold an **auction**: approach local businesses or local artists who will give you an item that you can auction for the cause.
- Organize a **50/50 draw** with friends, family and colleagues.

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- Organize an online draw by selling tickets to win a gift basket, for example.
- Swap the traditional garage sale for a sale on Marketplace, Kijiji or another platform to benefit your campaign.

Any team or participant who organizes a fundraising activity for the benefit of the Gatineau Health Foundation is responsible for holding its own insurance coverage, and releases the Gatineau Health Foundation from any liability related to its activities.

Don't be afraid to let your creative side shine through, you will be surprised at the successes you can achieve.

There! You are ready to start your campaign. Don't wait! The earlier you start, the more likely you are to exceed your goal.

We wish you all the best.

The Gatineau Health Foundation team

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