

# RIDE FOR WISHES

## BE A FUNDRAISING SUPER STAR



### Personalize your fundraising page:

Don't forget to add photos and/or videos to your fundraising page. Introduce yourself and personalize the text explaining why you support the Foundation and invite your friends and family to donate.



### Donation matching program:

Ask your employer if they offer a matching gift program, which will instantly double the funds you raise. Give one day of your salary for your fundraiser and ask your co-workers to do the same.



### Sharing is caring:

Social networks are an excellent platform for recruiting donors. Share your personal fundraising page on social networks and announce your participation in this event. Your story can really motivate people to support your cause and make a donation.



### Personalise your request:

Send a personalized email to your network. They will be more likely to donate if the request is sent to them directly rather than in a group message. In a group message we assume that someone else will answer, while a 1-to-1 interaction allows each recipient in your network to understand that their help is important.



### Change your email signature:

Add a banner at the end of your emails indicating that you are fundraising for the Make-A-Wish Foundation (banners available for download on the event website). Be sure to create a hyperlink on the banner to facilitate access to your personal fundraising page. A single click for a donation.



### Share a wish story:

A wish story will help you make your contacts aware of the mission of the Make-A-Wish Foundation and know that the money collected during your fundraiser will be used to grant the wishes of children with a serious illness in Quebec. Please contact us if you need material or visit the foundation's website for stories.



### Challenge your donors :

Set a fundraising goal for your fundraiser and promote it on your fundraising page and social media. Ex.: Tell your donors that if you and your team reach your goal, you will wear a funny costume on the day of the event and post photos.



### « Thank you! Thank you! » :

Always thank your supporters, no matter the size of the donation. Let them know how grateful you are.



**Most importantly, follow up:** It has been proven that it takes at least 4 follow-ups with donors to get the donation. Don't be shy, you are asking for a good cause! Some people need more than one email or call and will appreciate the reminder.