FUNDRAISING TIPS
Run To End Poverty
Engineers Without Borders (Canada)

1. Set Your Goals
Set an ambitious but achievable fundraising goal that will drive you forward and motivate you for your run

2. Create a List of Potential Donors
Family, friends, neighbours, coworkers, people at your place of worship, people at your gym, people on your sports teams, in your book club, school, community centre, hobby group

3. Reaching Out:
Make use of online **social networking sites** like Facebook, Twitter, Linked-In, Myspace.

Facebook:
o *Join* the Run To End Poverty Facebook group, and invite friends:
http://www.facebook.com/home.php?#!/event.php?eid=407728441456&ref=mf
OR, *create* an 'event' page on Facebook and invite your friends
Don't forget to include a link to your profile page on the Runtoendpoverty.ca website!

Share your Personal Statement:
- Be sure to post a profile photo and a 'Why I Run' message on your Runtoendpoverty.ca profile page
- Make your message personal – Why should people support your cause? Share with them your personal story; how you got involved, why you are involved?
- Send out a personal fundraising email, it's easy for everyone to pass on to their friends; it's the easiest way to reach out to more people.
- Host a Fundraising Party/BBQ/get together, talk to your friends and get them excited about your cause.

At the work place or at school:
- Ask your employer/school to match the funds you raised (we have letter templates available on request)
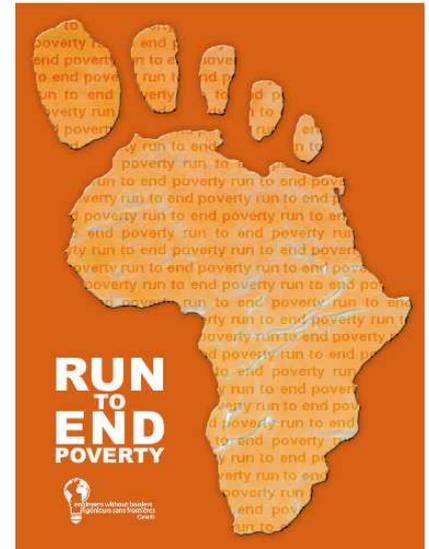
👍 Leave a container or a piggy bank at work/school, ask your coworkers or classmates to bring in their loose change.

4. Follow Up

👍 Blog it! Send an email! Put up a poster in the lunch room!

👍 Keep your donors updated with the progress of your training and the fundraising process.

5. Thank You Notes

👍 Thank your donors!

👍 Send out an "I did it!" email after the run.

👍 Hold a post-race event for all your donors to share your experience from training, fundraising and racing.