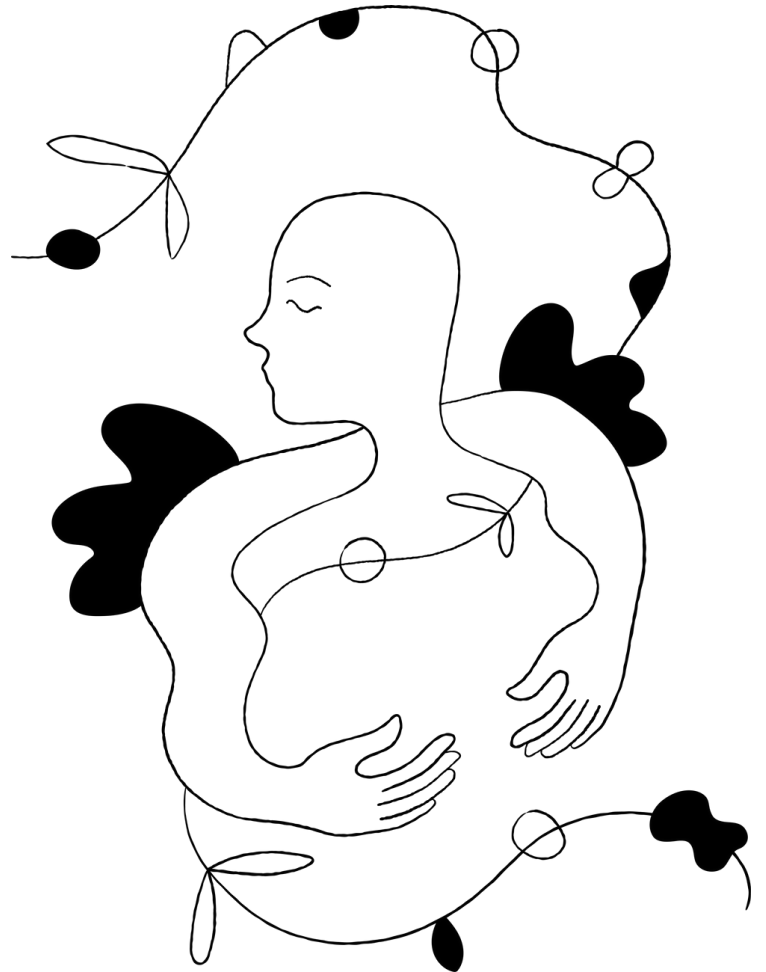


C • I • H • C

# FUNDRAISING GUIDE

Your guide to planning, hosting, and pulling off an amazing fundraiser to benefit CIHC.

Thank you for choosing to fundraise for CIHC, your support means the world to us.



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## **So You Want to Raise Money for CIHC - Now What?**

You've signed up to fundraise and we are so thankful. Where should you begin? Before asking for donations, get in touch! We'd love to help make your fundraiser a success by sharing some tools.

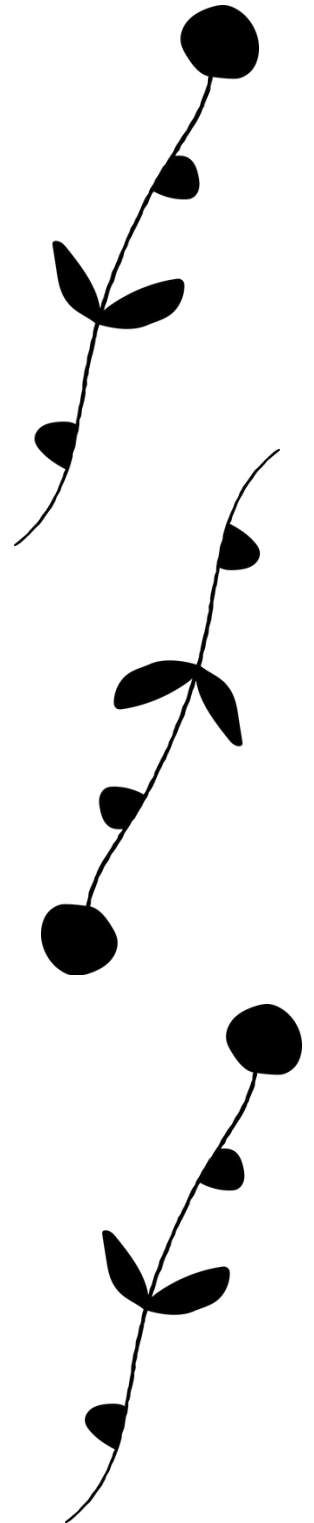
### **We can share:**

- Promotional and educational materials, like brochures and posters
- Our brand images, colours and fonts to use in your posts
- CIHC goods like totes and keychains, as incentives for your supporters
- A fundraising page on CanadaHelps.org
- Shout outs on our social media

**If you're a business owner or event promoter, you have great fundraising tools already!**

- You can donate proceeds from your sales at an event, or during a dedicated fundraising period
- Display our resources, plus a cashbox and a QR for online donations
- Give your products as incentives for donors
- Match donations from contributors

**See below for information on creating your own Canada Helps fundraiser to showcase your community's contributions and motivate people to take part!**



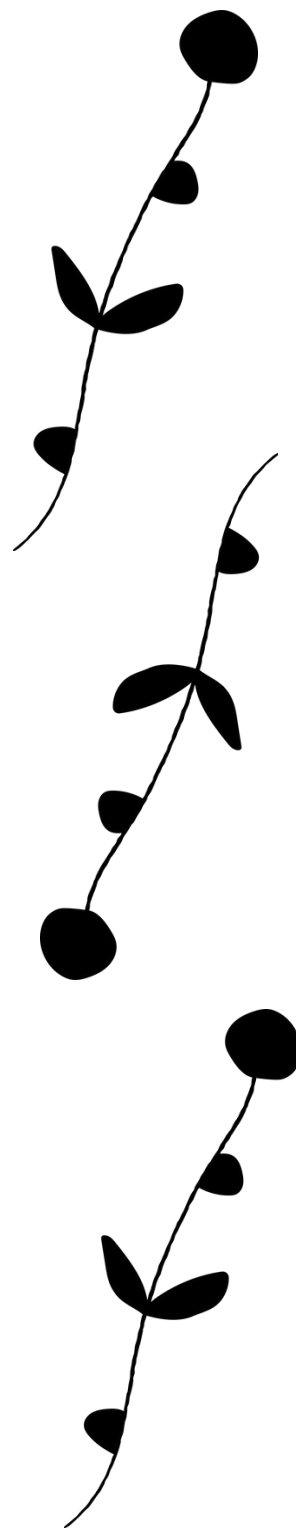
## If you're an individual, here's an introduction to peer-to-peer fundraising!

Peer-to-peer fundraising – or social fundraising – is when individuals organize personal campaigns to collect donations from their communities. If you've ever participated in or donated to something like a bake-a-thon or charity run, you've done peer-to-peer fundraising

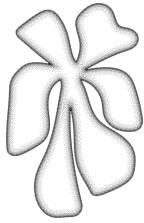
Below are some ideas of simple peer-to-peer fundraising options. Try to focus on one idea if this is your first time fundraising.

- Got a birthday coming up? Throw a party and ask friends to donate to your campaign instead of bringing gifts.
- Set a challenge for participants to complete while they accept donations in support of their efforts. This could be something like a knit-a-thon or a number of daily steps, whatever motivates your network.
- Create a scavenger hunt where folks walk or bike around your community or city, and they make a donation in order to participate.
- Host a games night with an entry donation fee to CIHC.
- Host a Virtual Movie Night using [Teleparty](#) and get folks to donate the cost of a movie ticket (works well if you can't gather in person!).
- Organize a Trivia Night with an entry fee donated to CIHC.

**Setting up your campaign is key but don't worry, this guide will help.**



## First, Decide on Your Fundraising Plan



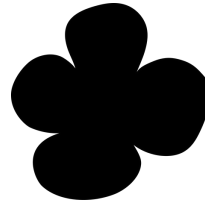
### Set a SMART fundraising goal

Your goal should be specific, measurable, attainable, realistic, and timely. Your goal should be high enough to encourage donations, but low enough so it's not unattainable. Establishing a goal will help people track your progress and allow your donors to see how much their donation is helping. You can always increase your goal if you reach it too far ahead of your deadline.



### Consider your social media strategy

Use platforms you're comfortable with, like Instagram, TikTok, Twitter, Facebook (and Facebook groups), Tumblr, and Reddit. Share frequently and tag people who align with reproductive justice values. Reach out to influencers and mine your contacts. Use hashtags that attract views, like #ProChoice #AbortionRights and #ReproductiveJustice. And make sure to tag us at @choiceinhealth so we can re-share your stories and posts with our network! You may find it best to change your privacy and comment settings to avoid trolls.



### Decide how you'll collect donations

- You can accept cash donations and drop them off at the clinic, or mail a cheque
- Display a QR code for your campaign page so it's easy for folks to donate from their device at in-person events
- Using CanadaHelps.org, create an account, head to our charity page and set up a fundraiser for free. It's that easy!

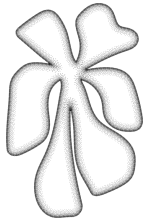
On Canada Helps, customize your fundraiser type (for instance, an occasion such as a birthday), monetary goal, dates, and story to help donors connect with you and your cause. The platform helps you track donations and can email donors a charitable tax receipt. See below for more tips.

- Your page name can be a call to action and convey need. For example, "Join Me in Increasing Access to Abortion" or "Help Make Choice A Reality."
- Use photos and videos, which attract engagement
- Share your story. Give supporters motivation to donate by telling them why reproductive health care and reproductive justice matter to you. You can get started by asking yourself: why do I care about this issue?

## Make the first donation

Start your fundraiser by donating yourself! This sets the tone and creates momentum for future donations.

# Ready? Set? Go! It's Time To Start Fundraising



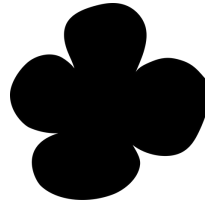
## It all starts with an ask!

Very likely, the people close to you will be eager to help if they know how important the cause is to you. Reach out with a personal email, text, or social media message. Include a link to your fundraising page or online event. You can also put a link in your email signature, so there will be reminders every time you send one! Keep posting on social media often! Starting early maximizes the time for potential donors to contribute and allows you room to experiment with your asks.



## Offer incentives to donors

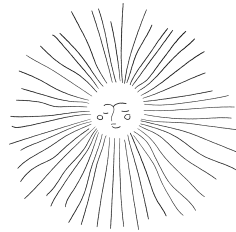
Reward generous supporters with CIHC merch, like our pro-choice stickers, keychains and tote bags. If you have a raffle, you could make them a prize pack and donate the ticket fees. See if local businesses will contribute additional prizes. You can decide the best way to use these items to get the word out and incentivize donations. Get in touch if this would suit your campaign!



## Share the impact of a donation

Sharing how donations make a difference can be really motivating. For example:

- \$25 provides a client with 2 packs of birth control
- \$50 provides taxi fare to get to an appointment
- \$115 provides a non-insured client with an abortion free of cost
- \$400 provides a client with a free IUD (that's 5 years of birth control!)



## Do one final push

A final call for donations the day before and the final day of fundraising can really help move the needle. Once your friends and family see how close you are to reaching your fundraising goal, they'll want to help you get past that finish line, even if it means making a second donation.

# Celebrate and Say Thanks

A successful fundraiser is a wonderful personal accomplishment and a major cause for celebration. Send a thank-you note or message to each person that donated to show your gratitude. Be sure to update everyone who was involved and helped, summarize what you accomplished and the impact it will have.