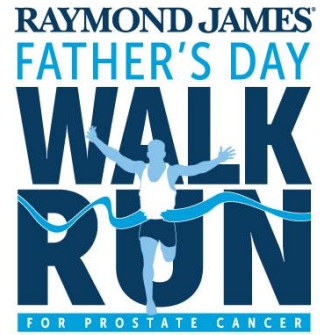


If you can't run from it, run for it...Run with Us!

RAYMOND JAMES FATHER'S DAY WALK/RUN FOR PROSTATE CANCER



Fundraising Tip Sheet

1. Start off strong

It's a good idea to get your fundraising off to a strong start by making the first donation. Other people are more likely to donate to your page when they see that somebody has already contributed.

2. Tell them your reason why

We put together an email template you can use right from your fundraising page. The most important thing you can add to this message is your reason for fundraising. Tell your family and friends why the Raymond James Father's Day Walk/Run for Prostate Cancer matters to you.

TIP: This is so important because this is what your friends and family care about most!

3. Start with your close contacts

Your close contacts are the most likely to donate to a cause you care about. Send quick personal messages to your inner circle to build momentum. Then use your customized email template to reach all your other contacts.

TIP: Don't forget to tell them why this cause and event is so important to you!

4. Move to social media

Once you've sent your first batch of emails, it's time for social media. A good Facebook and Twitter strategy is tagging and thanking people who have already donated when you ask for new donations. This spreads your message further and shows that you already have supporters. Use the hashtag #RUNFORIT in all your posts about the event, and don't forget to Like and Follow the Island Prostate Centre.

5. Follow-up on your emails

Don't hesitate to send follow-up emails. Emails are easy to overlook and people often forget to go back to them. Keep people up-to-date with your progress as you hit different milestones through email. Don't forget to ask your supporters to help you hit the next milestone!

6. Continue thanking and updating social media

As more of your network gets behind you, keep thanking them on social media. Make sure you continue to share your progress towards your goal using our pre-made graphics, the hashtag #RUNFORIT and by tagging your supporters!

Need more help, contact Island Prostate Centre! We are here to help!
(250) 388-0214 / admin@islandprostatecentre.com