



Fundraising Tips for Team Captains

You've signed up as a Team Captain in The Great Riverwood Hike because you care about this wonderful natural space and our local environment. Thank you! Now it's time to spread the word about your team, rally teammates, and ask for donations.

The first few days after joining a peer-to-peer (P2P) fundraising campaign like The Great Riverwood Hike are key. **Starting your fundraising early maximizes the time that potential donors have to give**, and gives you some room to experiment in your asks.

Hit the ground running – or hiking, as it were – by taking some time to review the following fundraising tips and best practices that are proven to support P2P campaigns. **The more of these practices you try, the better your chances of making your P2P campaign a success!**

Thank you again for being a leader at The Great Riverwood Hike, and for making a difference in all that The Riverwood Conservancy does!



We're here to help! Please get in touch with us if you have any questions about your fundraising.

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Amp Up Your Fundraising Page!



Set a fundraising goal that's specific and realistic.

Your goal should be high enough to encourage donations, but low enough that it's not out of reach.



Use an attention-grabbing name for your page.

Consider using call-to-action phrases like "Join the Fight to Protect Nature", or "Please Help our Park".



Share your story and use photos and videos.

Let people know why the cause matters to you and use photos and videos so people can connect visually with the cause.



Kick things off and make the first donation.

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

Invitations, Asks, and Thanks



Invite your friends, family, and colleagues. You can use CanadaHelps' P2P fundraising tools to invite people to join your team. Tell them why the cause is important to you and why you felt inspired to join the Hike and make a difference.



The people close to you will likely be eager to help if they know how important the cause is to you – so ask! Send a personal email, text message, social message, etc. to your friends and family with a link to your fundraising page.



Sharing your fundraiser on social media is a fantastic way to raise awareness and funds. Use your social account(s) to ask for donations, share progress updates, and convey your connection to the cause.



Reach out to people in your extended network. Don't be afraid to tell extended friends, family, and coworkers about your fundraiser. Having someone share your fundraiser with their network expands your reach.



Don't forget to say thanks! Send a thank you note or message to each person who donated to express your gratitude. Update everyone who was involved and the people you shared your fundraiser with.

Keep Your Team's Momentum Going!

Once your team is in place, ensure you're available to answer any questions your teammates may have. Keep them motivated with encouraging messages that you can send to them quickly and easily using CanadaHelps' P2P fundraising tools. Great touchpoints include:

- When someone joins your team
- When a teammate receives his or her first donation
- When your teammates reach 25%, 50%, 75%, and 100% of their fundraising goals