



Fundraising Tips for Participants

You've signed up to participate 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 fundraiser and ask for support.

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 part of 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.

info@theriverwoodconservancy.org
905-279-5878





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. If you're set to reach your goal ahead of the deadline, try increasing it to inspire more people to donate.



Use an attention-grabbing name for your page.

Consider using call-to-action phrases like "Join the Fight to Protect Nature", "We Can Keep Nature Alive in the City" or "Please Help our Park".



Share your story and use photos and videos.

Let people know why the cause matters to you and why you're participating in The Great Riverwood Hike. Sharing photos and videos related to your fundraiser can give people a way of visually connecting 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.

Go Ahead - Ask!



The people close to you will likely be eager to help if they know how important the cause is to you - so ask away!

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.

The power of thanks

Your successful fundraiser (and it *will* be successful!) will be cause for celebration. 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. You can summarize your accomplishments and the impact it will have. Who knows? Maybe the people you thank and update will join you next year at The Great Riverwood Hike!