

PILSC LEGACY RUN/WALK FUNDRAISING TIPS



A step-by-step guide
to achieve your fundraising goals



Kick-start Your Fundraising

There are many ways to engage your community and reach your fundraising goals before the Second Annual Pregnancy & Infant Loss Support Centre Legacy Run/Walk. We have outlined some fantastic ideas to help you make the most significant impact and reach your fundraising goals!



Important Tip

Don't underestimate the power of connection! Ask your friends, family and community for help.

100% of the funds raised through the run/walk will go toward keeping PILSC programs at no cost for families who need it.





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First steps

1. Register. Visit the registration page and sign up as an individual, join a team or start a team of your own. Please choose how you will join us this year, in person or online. The choice is yours!
 2. Personalize your page. Your fundraising page tells others who you're walking for, whether it's yourself, someone you love, or generations to come. Inspire your donors by sharing your story.
 3. Make a goal. An ambitious fundraising goal shows people your commitment to this vital cause. Potential donors want to see you succeed, and set your sights high will motivate them even more.
 4. Donate. Set the stage for giving and donate to your work. This will genuinely highlight your dedication and will inspire others to follow suit.
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First steps

5. Reach out. Make a list of potential donors to connect with. Share your story with them through emails, face-to-face conversations, and social media. Various fundraising materials are available to assist with your outreach in your Participant Centre.
6. Give thanks. Thank donors personally and update them on your progress! Donors love seeing their impact and know they contribute to a greater goal.



Important Tip

Interested in creating a team? Dedicate a team in your baby's honour and set a fundraising goal for yourself and your team together.

Fundraising Ideas

Fundraise on social media

After registering and setting up your fundraising page, get creative by asking your friends, family, and followers to support you. Social media is a great tool to educate your followers about this cause and how they can help your Run/Walk.

Share it with a link to your fundraising page using the hashtag #StillWeRise. Tag Pregnancy & Infant Loss Support Centre (PILSC) on Facebook or Instagram to join the conversation.

Fundraising Ideas

Special Occasions

How it works: Ask your network to donate to your page instead of buying a gift for you on a special occasion.

Examples: birthdays, anniversaries, weddings, etc.

How to Do It:

Reach out to your network, let them know of your fundraiser, and ask for their support. This includes: making posts on your favourite social media platform (Facebook, Twitter, Instagram, LinkedIn, etc.), sending out emails to your friends/family/co-workers, or simply picking up the phone and calling everyone you know. Ensure to provide your Run/Walk page information to everyone you reach out to!

How it Generates Funds

Instead of giving you a gift for a special occasion, your network donates to your page. We recommend mentioning that all donations of \$25 and more will generate a tax receipt. Note: Please remember that the fundraising platform on Facebook cannot contribute to your fundraising efforts. Please use the fundraising page provided to you when you complete your Run/Walk registration.



Matching Gifts

How it Works: Offer a matching gift to increase the impact of your donor's donations!

Examples: personal, employer, or team matching gifts

How to Do It:

Decide how you want to arrange the matching grant. Establish a timeline for the matching gift fundraiser and how much you will match up to.

Reach out to your network, let them know of your fundraiser, and ask for their support. This includes making posts on your favourite social media platform (Facebook, Twitter, Instagram, LinkedIn, etc.), emailing your friends/family/co-workers, or simply picking up the phone and calling everyone you know.

Honour the match and announce it to your network.

How it Generates Funds

For example, if your employer has a \$500 matching program, you only need to generate \$500 worth of funds from your friends and family, and your employer will cover the rest!
