

HOW TO FUNDRAISE FOR LEAP OF FAITH

Thank you again for agreeing to help AboutFace kids by taking a “leap of faith”! To help you maximize your fundraising, we have developed some key strategies to help you.

Aim High

Every jumper must raise a minimum of \$1,000. This fundraising requirement will cover all costs associated with your jump (training, equipment, DVD/CD of your jump) and provide a base amount of money that will go directly to financially supporting the camps. However, to enable you to meet or surpass your goal, you need to stretch a bit, risk a little, and challenge yourself. The more money you raise, the more good work gets done. Pick a fundraising target above the minimum that is real and go for it!

Your Personal Page

After you register for the jump, you have the access to create your own Personal Page online on our website. Your Personal Page is where you can tell your story, post a photo, and request donations. When donors go to your page, they can read your donation request and donate right online. Encourage all of your donors to use the online system as it saves time and money and people will get their tax receipts instantly. This also helps AboutFace save processing time and money too. Your Personal Page also automatically tracks your fundraising balance, so you and your donors can watch your progress.

Sending a Request Letter or Email

Using the online Personal Page, you have access to standard email text that you can use to send donation request emails to your family, friends, colleagues, etc. However, the most successful fundraisers personalize their emails to their contacts. Tell them why you are doing this, what your goal is and don't forget to make the “ask”. Tell them that you are asking them to sponsor your jump with a donation. Ask for a specific donation amount, such as \$100.

Community Papers

Sharing your story with the media is a great way to bolster your fundraising campaign and raise awareness about the in your community. By participating in the Leap of Faith, you're making a bold statement that your community will want to know about. Facial differences affects all communities and it's the lives of the kids that will be most transformed after this event. Most community media such as TV radio and newspapers are looking for community based human interest stories. Send a letter or call your local community media and tell them what you are doing. Direct them to the

website for more information on the event, AboutFace and the Camp Trailblazer program. There is a media section on the website for press releases you can use to send to your local media.

Company Donation Matching Program

Many companies have internal Donation Matching Programs that will match the efforts of their employees. Talk to your Human Resources or Public Affairs Department to find out if you qualify for a matching gift. This is a sure way to double your fundraising dollars!! As well, you can list your company as a donor on your page and show others how generous your company is!

Expanding Your Giving Circle

You can multiply your donations by giving additional donation forms to your family and friends who have already donated, or asking them to email their friends with a link to your Personal Page. Ask them to talk to people about the event and your participation in it, and help you ask for donations.

Follow Up

If you haven't received a response from someone you've asked for a donation, be sure to follow up. Make a phone call or send a quick note to make sure that they haven't forgotten your request. A good way to keep people involved in your adventure is to send an update email. Keep your donors and potential donors informed of your fundraising progress.

Thank You! Thank You!

Everyone likes to feel their contribution, no matter how small has made a difference. Remember to thank your donors for their contribution as soon as you can. Send a quick email or call them directly. The personal approach is always the best. Also, invite them out to see you jump! The event is open to the public so everyone is welcome! And as a jumper, you will benefit from the moral support on that day.

Creating your list of potential donors

Go through your address books - both paper and online - and form one big list of all the people in your life: family, friends, neighbours, co-workers. Include even your doctor, auto mechanic, distant relatives, former classmates, your child's teacher, and friends at your school or place of worship. Don't leave anyone out. Next to each name on your list, write the method by which you will contact this person for a donation. The main options are a face-to-face meeting, a phone call, an email from your Personal Page.