

## GENERAL FUNDRAISING IDEAS - INDIVIDUAL



### 1. Lead by example and donate to yourself first.

You set the standard - give yourself a good donation (such as \$50 or \$100) others you ask will follow your lead.

### 2. Set a stretch goal.

Challenge yourself to do something great for the cancer cause. You will be surprised how generous people are and how many will want to see your hair colour transformation.

### 3. Create a sense of urgency.

Pick a date in the month of May as a deadline for your supporters. This will help you reach your big and bold goal more quickly.

### 4. Ask the right person, in the right way, for the right amount.

Write down the names of people and business that are a part of your life and share your story. Determine which ones you will ask in person and which ones you will ask via an email.

For the larger donation asks, take the time to speak to them face-to-face about why you are stepping up and joining Colour to Conquer and committing to the real change in your hair colour.

Don't forget to also ask those professional service people who value your business... your doctor, lawyer, dentist, hairdresser/barber...you name it! When you ask make sure to bring a donation form with you. You may also want to print cards with your unique fundraising page URL on them.

### 5. Send an email to everyone you know.

Friends, family, co-workers – go through your contact list and just ask everyone. Make sure you have set up your personal page and tell a great story and link to this page in your email. And, don't forget to ask your friends to forward this on to 5 people they know. Get the hair challenge going, and commit to your new hair color. People may not believe you are really going to do this and they will donate to see it happen.

### 6. Tech advice.

Use it... Use it... Use it! Share, share, share. Login to your participant portal and use the tools available to you. Create excitement before you Colour Your Hair, during you're the build up to your new look and after your colour transformation. Your fundraising page will make the task very easy – just log in and take a look.

### 7. Try and try again.

People are busy. Don't worry if some don't respond right away. Most people need to be reminded to donate. They aren't ignoring you, really, just keep asking those who have not donated or have not gotten back to you. Find a different way to ask each time. The fundraising page can help you track responses and contact only those that have not already donated.

### 8. Say thank you.

Always! It is just the right thing to do. Thank them personally and also thank them after your new Hairdo with a great before and after photo. They will really appreciate the recognition and in their own way being part of Colour to Conquer!

### 9. Corporate Matching

- a. Whether you will fundraise on your own, with a team, in the community or at work – find out if your company has a corporate matching program.
- b. Corporate matching programs can sometimes provide a dollar for dollar match against all of your personal fundraising efforts!

#### Privacy Note:

The Princess Margaret Cancer Foundation respects your privacy. We do not trade, rent or sell the names of our valued supporters.

[www.ColourToConquer.ca](http://www.ColourToConquer.ca)  
[www.ThePMCF.ca](http://www.ThePMCF.ca)