

FUNDRAISING TIPS FOR TEAM CAPTAINS

You've signed up as a team captain in Hotel Dieu Shaver Foundation's 2022 Celebrity Ice Cup, taking the very first step to support Hotel Dieu Shaver Hospital.

Time to put your dream team together and get fundraising!

Before you start asking for donations and inviting people to join your team, register yourself and your team at www.celebrityicecup.ca!

Once you have your team in place, ensure you're available to answer any questions your team has. Keep them motivated with encouraging messages, for example when they have:

- Joined your team
- Received their first donation
- Reached 25%, 50%, 75% & 100% of the fundraising goal

Get started!

Starting your fundraiser early maximizes the time that potential donors have to donate.

Set a fundraising goal

The minimum team fundraising amount is \$8,500 to attend Draft Night and Tournament day, but remember, the more you fundraise, the better chances of securing your first pick at Draft Night!

Your goal should be to encourage donations and motivate your team! Establishing a goal will allow people to track your progress, and allow donors to see how much their donation helped you toward reaching your goal. If you're about to reach your goal far ahead of the deadline, you can try increasing it to inspire more people to donate.

Make the first donation

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

Invite your friends, family and colleagues

Use your fundraising page to manage your team, fundraise, and invite people to join your team. Follow up with a phone call or email.

Tell them why the cause is important to you and why you felt inspired to join and make a difference. Sharing your personal connection to the fundraiser helps others connect with the cause, and provides motivation for them to donate. Ask yourself why you're participating and why it's important to you.

It all starts with the ask

Very likely, the people close to you will be eager to help you. Send a personal email, text message, social message, etc. to your friends and family. Follow-up with an email that includes the direct link to your fundraising page.

Hold mini-challenges for milestones

Photos and videos are great for connecting with people. Offer fun challenges that you will complete at certain milestones, such as posting a funny throwback photo of yourself at \$500 donated, or plan team fundraisers (garage sales, etc).

Share on social media

Sharing posts on social media is a fantastic way to bring awareness to your fundraiser. Connect with your network by uploading lots of photos and videos before, during and especially after the event!

Reach out to people in your extended network

Try reaching your extended network through friends, family, or co-workers. Having someone share your fundraiser with their network expands your reach to people who you may not otherwise find.

Your team

If you've noticed a team member is struggling with reaching their goal, get in touch! It's best to encourage them early on while they're still engaged.

Countdown is on

It also helps to send your team members event reminders and countdowns. Let them know when it's 2 weeks, 1 week, 3 days and 1 day before the fundraiser deadline.

Do one final push. Get all your team members to do a final call for donations on the days before Draft Night (February 24).

Once your friends and family see how close you are to reaching your fundraising goal, they'll want to help you get past that finish line even if it means making a second donation.

Celebrate & Say Thanks

A successful fundraiser is a wonderful personal accomplishment and major cause for celebration. Send a thank you note or message to each person that donated and participated to show your gratitude.

Update everyone who was involved and all the people you shared the fundraiser with - after all, they may love to join you again next time!

Happy Fundraising!
Above all, have fun!