



## Fundraising Tips

**Personalize your page** - The reason why you hike is powerful and it inspires people. Give your page a title, add a photo, and share your story. Login to your Canada Helps donor account for access.

**Make your own donation on your page** - It sets the bar and shows how committed you are.

**Ask for donations** - Did you know, the #1 reason why people don't give is because they don't get asked? Share with friends, family, social and community groups, neighbours and colleagues (go to Manage my page, Tips & Tools). Create your own email or use [our sample template](#).

**Follow up** - Everyone is busy. A friendly reminder message might help.

**Say "Thank You"** - Let each person know how much their support means to you, for every gift amount.

**Let your creative juices flow** - Donate your recycled bottles to Hospice Calgary with SkipTheDepot. Use our unique [Hike code](#) and add this promo code: "DONATEHOSPICE" for Hospice Calgary to receive 100% of the proceeds. Consider a virtual game night. Host a bake sale. Ask for donations in honour of a special occasion.



**Get active on social media** - Find Facebook or Twitter sharing under Manage My Page. #Hike4HospiceYYC.

**Share your progress** - Announce your goal. When you're close, share that you're only XX away from your goal. Once you reach it, share the good news.

**Add your URL from your Hike fundraising page to your email signature** - By including the link, you create easy access to your Hike page. Consider adding a brief message (E.g., This year I'm hiking for....)

**Ask your employer** - Many employers have a matching gift program. Check your company's policy and you might double your impact.

**Create a team** - Ask friends, family or co-workers to join you. Decide on a name and team goal, and throw in a little friendly competition.

## You could win fundraising prizes!

Plus, each person who raises over \$1,000 and each team that raises over \$1,500 will be recognized during the event wrap-up.

For more info and tips, please contact [hike@hospicecalgary.ca](mailto:hike@hospicecalgary.ca).



#Hike4HospiceYYC