



Introduction

You've decided to fundraise for Ducks Unlimited Canada (DUC). Congratulations! You are joining a community of everyday people making a difference for conservation across Canada. The good news is, you don't have to be a fundraising expert to raise a lot of money. This guide will help you crush your fundraising goals even if you are new to the process. We will teach you how to set-up your page, ask for donations, and promote your campaign. There are also checklists at the end of each chapter to help you stay on track.

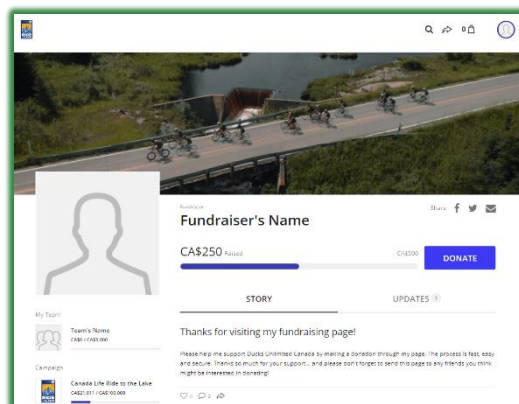
CHAPTER 1 - Getting Started



Fundraising is a chance to make a big impact on a cause, even if you can't personally make a big donation. By mobilizing your friends and family, you can help DUC reach more people, raise more money, and make a bigger impact.

The first step is an easy one: create your fundraising page. DUC will direct you to the registration page to set up your very own fundraising page. *Example:*

Your page may come branded with DUC's logo & Colours, but you can (and should) personalize it. You can do this by adding your own pictures, videos and messaging to the page.



You can also use this page to share your story and why conservation and DUC is important to you. This kind of personal touch helps motivate your readers. Friends, family, and acquaintances will be moved by your story and will more likely support the fundraising efforts.

DUC may have set fundraising goals for participants, however, you can customize this and explain the significance of your fundraising goal or ask people to give a specific amount. For example; maybe you are fundraising to celebrate your 25th birthday...you might ask friends and family to donate \$25 each. This type of personal touch will help your potential supporters feel more connected to you and the cause. With these elements in place your page is ready to start accepting donations.

CHAPTER 1 – checklist

- **Create your fundraising page**
- **Set your fundraising goal**
- **Personalize your page with pictures and text to tell your story**

CHAPTER 2 – Outline your Audience



Your network is bigger than you might think.

The power of fundraising is mobilizing your own personal network of family and friends. Rather than making one gift by yourself, you can get all the people you love involved. You never know who might be moved by your passion and your story and be compelled to support you and DUC.

Let's make a list and start to brainstorm who you can ask:

Your Inner Circle

FAMILY

Mom & Dad
Brothers & Sisters
Aunts & Uncles
Grandma & Grandpa

CLOSE FRIENDS

Chis & Bruce
Simon
Cory

Your Social Network

Facebook

Twitter

Instagram

LinkedIn

Your broader social network will be much larger than your Inner Circle. Nowadays, we're connected to hundreds of people through social media. Some of this group will be reachable by email, but using social media is important when appealing to this audience.

By posting personal updates about your fundraising campaign, you can hopefully inspire some people in your networks to visit your page.

Other Groups

The third tier of connections is with groups and organizations you belong to.

Are you on a recreational sports team? Do you visit your neighbors over the fence?

Do you work in an office setting? When you reach out to these groups, you can reference

All that you have in common before asking for a donation.

Coworkers

Neighbors

Former Classmates

Recreational Groups

If you feel hesitant to ask people for donations, remember that you often share things in conversations and social media all the time. This time you are doing for a good cause.

You also never know which one of your friends or acquaintances have a personal connection to the cause. Therefore, it is important to promote your fundraising page both online and offline and appeal to all your various networks.

CHAPTER 2 – checklist

- **Make a list of the people in your inner circle**
- **Identify all the social media networks on which you can promote your page**
- **Think of a few groups of people in your life to appeal to, include coworkers, teammates, etc.**



CHAPTER 3 – Ask for donations

Many people are afraid to ask others for help, but research shows that people are more willing to lend a hand than you might expect. Remember it is not selfish to ask – you're trying to help a good cause. The worst they can do is say "no".

Email

When it comes to asking people for help, the more personal you can get, the better. If you ask a big disconnected group of people all at once, you fall victim to the bystander effect. When you make a very general ask, people are less likely to act because they assume someone else will take care of it.

Start your fundraising campaign by approaching the people closest to you first. By asking them to give first, you can start moving the bar on your fundraising page before you appeal to your entire social network.

If you regularly talk on the phone with some people in your inner circle, tell them about your Campaign directly. They will likely ask you to send them a link, which can be done via email or text. This is one of the easiest ways to reach out and share the link.

Consider writing a few personalized emails for the people in your inner circle. For example, you might compose one for family and another for close friends.

Be sure to include the following information in your email:

- The name of your fundraiser for Ducks Unlimited Canada
- Why you are fundraising
- That you are reaching out to them first

- The ask for help in reaching your goal
- A link to your page

Social Media

Posting to your social media profiles is the easiest way to reach as many people as possible. After you have reached out to your inner circle and are ready to open your campaign to everybody, announce that you're fundraising by posting links to your campaign page. While most people use social media regularly, they don't all check the same platforms. Therefore, you should post to as many social media platforms and any other networks you may have.

Some tips for social media posts:

- Posts with images tend to get more engagement
- Include the link to your fundraising page
- Ask people to share or re-tweet
- Use related hashtags to make your post more searchable

Don't worry about coming off as annoying or bothersome. Social media moves so fast that a single post can easily get ignored. This is why you should post multiple times to each platform. To keep it fresh, make slight changes, update images or include your progress to reaching your Goal. Also, include details about what this means to you.

Here are some guidelines for how often to post:

- Twitter: once or twice a day
- Facebook: at least once every two or three days
- LinkedIn: Twice per week
- Instagram: twice per week

CHAPTER 3 – checklist

- **Email your inner circle to announce your campaign and ask for donations. Tell them why you're fundraising and include a link to your page**
- **Write emails for distinct groups of contacts, like co-workers**
- **Announce your fundraising campaign on all your social media profiles**
- **Post multiple times to each platform, adding updates and details about your campaign each time**



CHAPTER 4 – Go the Distance

Hopefully, sending out emails and posting to social media will get you well on your way to hitting your fundraising goal. But after the initial interest and excitement, you may find that your campaign slows down. Fortunately, there are some ways to keep people engaged and motivated to help throughout your campaign.

Weekly Goals

To reach your overall fundraising goal, it helps to break up the amount over how many days or weeks you are fundraising. For example, if your goal was to raise \$1000 in four weeks, you could try to raise \$250 each week. This means there is always an upcoming goal that your friends and family can help you reach.

“I’m only \$35 away from reaching my goal of raising \$250 this week. Who wants to put me over the top?”

OR

“Please help me reach my goal of \$1000 by the end of the month!”

In the first appeal, there’s a sense of urgency and the goal is within reach. The second appeal has a big goal and a far-off deadline. Some might think, “I’ve got plenty of time. I’ll do it later.”

Highlight Your Donors

Another way to maintain energy and excitement around your campaign is to publicly thank donors on your page. This shows your gratitude and celebrates the donor while also promoting your campaign and keeping it top of mind.

Promote the Organization

Educate your audience about DUC. We have staff available to help throughout the campaign, as well, our [website](#) and [YouTube](#) channel have a variety of images, videos and information you can use.

Countdown to the Deadline

A countdown on the final days of your fundraising campaign can help get people’s attention. When you point out that time is running out, your appeal becomes more urgent and compelling. In the final days, be sure to emphasize how close you are to your goal. People are especially

willing to give when you are just shy of your goal because it feels like their gift is more meaningful.



CHAPTER 4 – checklist

- Break your overall fundraising goal into weekly goals to motivate donors
- Give a shout out to donors on social media to thank them. Include link to your page.
- Countdown the final days of your campaign. Consider using images to grab people's attention.

CHAPTER 5 – Time to Party



Reaching the end of your fundraising campaign is like crossing the finish line of a marathon. Even if you didn't hit your overall fundraising goal, you've done more for DUC than you have if you had sent in a one-time donation. You've surpassed the amount you could have on your own and you have helped spread the word about the importance of conservation.

Say "Thank You" to your supporters

Your donors will receive thank you messages from DUC, but it will mean more to them coming from you. Whether it is through social media, email, a phone call or in-person, anyone who donated to your campaign will be happy to hear from you.

When the campaign is over, email your donors with the final results. Show them how their gift contributed to the over-all campaign.

Keep in Touch for Next Time

To see how the money, you raised makes a difference, stay on the DUC mailing list. Follow us on social media or become a monthly donor. This way you will continue to see the impact your work made possible. You can even update your donors with new success stories over time.

CHAPTER 45– checklist

- Say thank you to all the friends and family that supported you. Update them on the end results of your campaign.
- Subscribe to DUC's email and follow us on social media
- CELEBRATE!!



Charitable information

Legal Name: [Ducks Unlimited Canada](#)

Registration number: 11888 8957 RR0001

Peer2Peer

me 2 you 2 family 2 friends 2 neighbors

