



Tips

How to raise money

A big part of fundraising is soliciting donations. Here are a few tips:

- Set an example! Make the first donation. It will give you credibility in approaching potential donors.
- Be enthusiastic! Your conviction is infectious. It will help you raise funds for the cause you care about.
- Know your cause! Consult the [The cause](#) page on our website to find out more. Be passionate when you talk to potential donors, and be informed and prepared to answer questions. Don't forget to talk about your personal financial goal.
- Ask everyone. Start with people close to you to get the ball rolling. Don't forget to ask your social media contacts, suppliers, colleagues or members of a club you belong to. Identify a few companies in your network. Contact them directly. They may decide to sponsor you for the full amount.
- Make a list of places you spend money. Don't leave anyone out: your hairdresser, grocer, favourite store, dentist, doctor, chiropractor and veterinarian, small businesses you deal with, and so on.
- Ask for a specific amount. Don't be afraid to suggest the amount you would like from the donor. You will be surprised by the results.
- Ask the right person for the right amount at the right time. Size up the person you are asking for a donation from and be sure to ask for the appropriate amount. Don't just ask for \$100 if you know they can give \$1000, and don't ask for more than you know they can give either.
- Work as part of a team. Ask for help from people around you to solicit donations. Surround yourself with convincing coaches!
- Follow up with your contacts after you have solicited them. As you know, people get a lot of emails...

Suggestions

Email signature

Add a sentence to your signature that describes what you're doing and add a link to your personal page. For example:

"I am proud to be taking part in Les beaux 4h Fondation Martin-Matte. Support me by clicking here: link to your personal page. There is no such thing as a small donation. Every single one counts. Thank you!"

Social media

Facebook, Twitter, Instagram, etc. – Tell your Facebook friends or Twitter and Instagram followers why you decided to take part in this activity. Update your Facebook, Twitter and Instagram statuses with progress reports. Remind people regularly of the importance of giving. Go viral by asking your friends to share your campaign with their own contacts.

Email solicitation

Using the personal page service available on Les beaux 4h Fondation Martin-Matte website, create your profile by telling your story and talking about what has motivated you to ask for donations. Send an email to your friends and contacts encouraging them to click on your personal page to make a donation online.