



# 3 Steps to Kick-Start your fundraising

## 1. Fundraise on Social Media

- Excellent way to get a head start on fundraising.
- Quickly and easily reach out to your peers to ask for donations for a good cause
- Try using all of your social media accounts to reach the most amount of people
- Here's an example of a social post you can use:

*I'm participating in the Shoppers Drug Mart™ Run for Women and am looking to raise money for women's mental health programs here in \*insert city/community\*. My goal is to raise \$XXX and I would really appreciate your help!*

*\*Talk about why this is important for you. Include a running photo or a photo of Someone you are fundraising for\**

*To donate please go to \*insert fundraising page link\* Thank you for your support!*

## 2. Send fundraising emails from your Participant Centre

- A great first step is to set a fundraising goal. Remember, you want it to be achievable but also challenging! A good rule of thumb is \$200 for every member on your team (5 team members = \$1000 goal)
- Ensure you're communicating with your team members regarding your team goal. This will encourage and inspire your team members to improve their personal fundraising efforts
- Fundraising Emails have been drafted for you and are located in the 'Email' section of your Participant Centre.
- Go through the email template and customize it with your personal information!
- Send email to your list of contacts.

## 3. Raise \$500 in 6 easy steps:

Step 1: Support yourself with a \$50 donation.

Step 2: Ask four family members to support you at \$25 each (\$100).

Step 3: Ask your employer for a company contribution (\$50).

Step 4: Ask five co-workers for a donation of \$20 (\$100).

Step 5: Ask for support on social media (\$100).

Step 6: Send an email to everyone in your address book (\$100).

**SHOPPERS**  
DRUG MART 

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