



Spirit Wheel Walk Run (SWWR) 2017 Fundraising Guide

Make Your SWWR the BEST It Can Be

Create a Team:

Ask family, friends and co-workers to join you on your walk and help you raise pledges.

Create List of Potential Donors:

Think of everyone you know – your doctor, hairdresser, neighbours, local businesses. Think about what is the best way to approach them – e-mail, letter, or personal ask.

Set a Goal:

Aim high! The more money you raise, the more good work SB&H can continue to do. Pick a number that feels challenging and go for it! Make sure to give everybody you know a pledge form so they can help you fundraise and reach your goal.

Create A Website:

Create your own personal event page where you can customize your information, post photos and people can donate to you directly online! We can help you set up your own Giving Page through the Canada Helps Website. (*See page 3 for more info.*)

E-mail or Letter Campaign:

Write about your connection to the cause and let others know about the conditions facing those with spina bifida and/or hydrocephalus (sb/h). On page 7 is a fact sheet you can integrate into your email or letter as well as a sample letter on page 5. Be sure to let donors know how to go about donating to you online or by cheque.

Social Media

If you have a Facebook, Twitter or Instagram account, post the details of your SWWR and remind people how they can pledge. It's a great way to reach all your friends and followers at once!

Follow-Up:

If you haven't received a response from someone make sure to follow-up. Often people just forget! Follow-up with a thank you to those that donated to you as well.

Creating A Successful SWWR

Ask your friends, family, co-workers, and classmates to join you. Participating through a team enables you to capitalize on your teammates' network of friends, family and co-workers. The more people you have helping you, the greater your chance of success will be and the more people will help spread the word about sb/h!

❑ **Create a Team**

Talk to everyone you know about this event letting them know what an excellent opportunity this is to raise awareness for the conditions, as well as much needed funding for Association programs and services. Gather your co-workers, business associates, clients and others to join your team! Ask your teachers, students, parents, or support staff from your school or college to become involved.

❑ **Your Role as Team Captain**

You will be responsible for recruiting friends, and their friends to join the team and raise pledges with you and walk on event day. Once your team starts fundraising, you will need to provide ongoing motivational communication to team members about fundraising progress and event day information.

❑ **Recruit Walkers**

Some potential team members:

Friends	Family
Colleagues	People at your place of worship
Parents of your children's friends	Health care professionals
Neighbours	Members of your community centre

❑ **Register Your Team**

Pick a name for your team that reflects your passion for the cause. Some past examples include: "Spinal Tappers," "Sabrina's Stride" & "Emily's Spirit." Select a date that best suits you and your teammates. Team members can register on their own or you can register the entire team all at once. Copy the registration form (available online or through the SB&H office) and share with team members.

❑ **Set a Goal**

Have a team meeting to discuss individual fundraising goals as well as plans for a team fundraising event such as a garage sale, car wash, or auction. Don't be afraid to set your sights high! In 2016, "Saffi's Walk" came together to raise over \$6,000! "Troy's Trail" brought in almost \$2,500 in the 5th annual event and "Isaac's Walk" raised \$1,500 as their friends and family gather for their first SWWR ever!

❑ **Raise Money**

Equip team members with the tools to be effective fundraisers. Make sure everyone on your team has a supply of pledge forms, a goal, and a fundraising plan. Start early. You may need time to follow-up with donors.

❑ **Local Media**

Contact local media and let them know about your event. Invite local dignitaries such as city councillors or the Mayor. Their presence at your event may also draw the media. SB&H will prepare a press release (3 weeks prior) about your event for all media that serve your community.

❑ **Take Pictures**

We want lots of pictures of your SWWR for our website, *Current* and our social media pages. This is a great way to let others know about your event. Here are some helpful tips:

- If possible, assign a volunteer who has a knack for photography to take photos
- Use the highest quality and largest size settings on your digital camera
- If you think you are close enough, get closer
- Set your camera to auto
- Take as many pictures as you can both horizontally and vertical
- Pose people with the walk banner, group people as tightly as possible, take some individual pictures of the person for whom you are doing this event
- Have fun!

Solicit sponsors

In some cases you may want to approach companies for cash sponsorships to help off-set the costs of your event. Companies can help by providing in-kind products or pledges. Some examples of in-kind sponsorships might be catering or printing services, food for your barbeque, etc. They can also provide gift certificates of products or services for a silent or live auction. Ask your local retailers. Don't forget to send them a thank you letter.

How to Ask for Donations

- ❑ E-mail Campaign: Write about your personal connection to the cause and what your inspiration is for wanting to be involved in a SWWR. Then, send it via e-mail to everyone in your contacts with instructions on how they can go about donating to you. Make sure to include a link to your Giving Page or to the SB&H website www.sbhao.on.ca so they can donate right on the spot!
- ❑ Create your own personal SWWR page with details about your event and your unique story. To do this go to the CanadaHelps website and create your custom SWWR page at <http://www.canadahelps.org/GivingPages/GivingPages.aspx>. Follow the instructions on creating a page and if you need any help please give us a call.
- ❑ Call or write a letter to family and friends (See sample page 5) If you have a Facebook or Twitter account, use them to expand your reach and let people know about your SWWR (and how to donate).
- ❑ Meet potential donors in person to ask for a donation and let them know about your event.
- ❑ Communicate your passion. You care about this cause! Use your energy and enthusiasm to show others why they should care too!

Collecting Donations

- ❑ **Online Donations** Let your donors know that pledges can be made securely online. Using the SB&H website www.sbhao.on.ca click on the *Donate Now* button then click on the *CanadaHelps* link. Using the drop down menu, scroll down to select the participant or team name in the appropriate Fund/Designation. Your donors will receive a tax receipt through CanadaHelps.
- ❑ **Telephone Donations** Your donors can call the SB&H office to make a donation at 416 214-1056 or 800 387-1575 using Visa, MasterCard or Amex. All online and credit card donations will be added to your pledge total. SB&H will send a thank you letter and tax receipt to those that donate \$20 or more.
- ❑ **Pledge Forms** Make sure to record all pledges made by cash/cheque on your pledge forms. Ensure that complete donor information is recorded so that tax receipts can be issued correctly. **All cheques payable to: SB&H or SPINA BIFIDA & HYDROCEPHALUS ASSOCIATION OF ONTARIO.**

Do not send cash in the mail. If you have received a cash donation, keep it and write a cheque to SB&H or obtain a money order for the total cash received. Mail pledge forms along with cheques to:

Spina Bifida & Hydrocephalus Association of Ontario
16 Four Seasons Place, Suite 111, Toronto, ON M9B 6E5

Helpful Fundraising Tips

The #1 reason people donate is because they are asked!

- ❑ 10 people... 10 days
Challenge everyone on your team to raise \$250 in ten days. Every day ask one person to donate \$25. If you have five people on your team that's \$1,250!
If you have ten, that's \$2,500!
- ❑ Garage Sale/Book Sale/Bake Sale, Silent or Live Auction...
Have everyone on the team donate items for a garage sale. Or ask your friends, relatives, teachers, and community members for their old books and have a used book sale or recruit some friends who bake and have a bake sale! Approach local retailers to obtain gift certificates or products and then hold a silent or live auction, before or after your walk. *Ask us for tips on how to organize an auction or visit www.sbhao.on.ca/events/spirit-wheel.*

Some other things you can do in advance of your SWWR are: A Barbeque...Kid's Lemonade Stand...Car Wash...Dinner Party...Head Shave...Karaoke Party... Scrapbooking Party... You can charge admission or ask for a donation to participate. It's a great way to raise additional funds to compliment your SWWR!

□ Expand Your Giving Circle

Give your pledge forms to all of your friends and ask them to help you collect pledges. With a little help from your friends, you can double your fundraising efforts!

□ Social Media

Create a Facebook page or blog telling your story and include a link to our website www.sbhao.on.ca for donations. Post or tweet the details of your event and ask for pledges.

□ Donation Jar

Place a donation jar on your desk or at the reception area/desk where you work. You can also ask a local business that you know to put one up for you.

Raising Awareness

□ Borrow a Banner From SB&H!

Create awareness while fundraising! Carry the banner on your walk or hang it at your fundraising events and let your community know about SB&H!

...Or anything else fun you can think of! We have a ton of ideas, so just give us a call!

SAMPLE PERSONAL STORY...

For Personal Giving Page, Facebook Page or email campaign

As you know, my son Zachary was born with spina bifida and hydrocephalus three years ago and it has been an uphill battle every step of the way. From his doctor's appointments and surgeries to my daily fears as a new parent with a child with a disability, I have found myself often overwhelmed and in need of accurate and relevant information. I am so grateful to have had somewhere to turn in times of crisis and uncertainty. The Spina Bifida and Hydrocephalus Association of Ontario (SB&H) has been a constant resource and foundation of support for our family since Zack was born. It is important for me to give back to the Association so that others with my son's condition and their families can get the same invaluable help. Zachary is a very bright, loving child but he will face many challenges in his lifetime and it gives me hope to know that SB&H will be there for us every step of the way.

The *Spirit Wheel Walk Run* is a great opportunity for me to participate in creating awareness while raising money to support the Association. I'm going to walk June 22nd together with Zachary and my husband as well as our extended family and friends. We'll be proudly wearing our SWWR "Ask Me" T-shirts and generating awareness by carrying the SB&H banner. I'm asking all of my friends, family, and co-workers to help me raise pledges for this worthwhile cause.

Our fundraising goal for this year is \$2,000. All funds raised will go towards supporting vital programs and essential services provided by the Association that help families and individuals struggling with this complicated condition, living in Ontario.

Please give whatever you can to help my family reach our fundraising goal. You can donate online by visiting the SB&H website www.sbhao.on.ca and clicking on the *Donate Now* button. Then click

on the CanadaHelps link. Using the scroll down menu, select the team name “Zack’s Walk”, in the Fund Designation section so that your donation will go to my team. You can also give me a cheque payable to **SB&H** OR cash when we see each other next.

Sincerely,

Angela S.



You can use this SWWR graphic for your letters, emails, or facebook page. It is available through the SB&H office.

INFORMATION ABOUT THE ASSOCIATION AND FACTS ABOUT THE CONDITIONS

You can integrate all or part of this information into your fundraising letters and e-mails...

The Spina Bifida & Hydrocephalus Association of Ontario (SB&H) is a very active organization providing support, care and information to those living with the unique challenges of spina bifida and hydrocephalus. **Since 1973, the Association has served thousands of children, youth, parents, adults and families.**

We want to ensure that treatment options are available for those with spina bifida and hydrocephalus to enhance their quality of life. With our prevention and public education initiatives, we hope to reduce the incidence and impact of these neurological conditions.

SB&H receives **no** government funding. We rely on fundraising initiatives such as the SWWR for all our operating revenue.

Please give generously so that research and support programs can help others.

Some facts about spina bifida and hydrocephalus:

- Spina bifida is a birth defect that occurs within the first four weeks of pregnancy. The spinal column fails to develop properly, resulting in permanent damage to the baby's spinal cord and nervous system.
- Hydrocephalus is a condition that results in an excessive accumulation of fluid in the brain. Without treatment, permanent brain damage or even death may occur.
- More than eighty-five percent of children born with spina bifida have hydrocephalus.
- One in every 1,300 babies is born with spina bifida and even more have hydrocephalus.
- There is no known cure for either one of these conditions.
- Spina bifida is the most common permanently disabling birth defect in Canada.
- Hydrocephalus can occur at birth or at any stage of life.
- Spina bifida or hydrocephalus can happen to anyone.
- Complications from these conditions can be life threatening.
- Normal Pressure Hydrocephalus (NPH) is an emerging health concern for people 55 and older.

**Your contribution is important. Thank you for getting in the SPIRIT!
Together we have a remarkable opportunity to make a difference!**