



SOCIÉTÉ DE LA SCLÉROSE LATÉRALE AMYOTROPHIQUE DU QUÉBEC  
AMYOTROPHIC LATERAL SCLEROSIS SOCIETY OF QUÉBEC  
LA MALADIE DE LOU GEHRIG'S DISEASE

## Tips on how to fundraise

### 1. **Set a goal**

Making donors aware of a high goal lets them know that you are committed. Some of our Top Pledge Earners have found that long-time donors gave more when they knew they had a high goal.

### 2. **Make a personal pledge first**

Make your first pledge yourself, and make it as significant as you can. When donors see your name and a contribution, they will see how serious you are, and donate accordingly.

### 3. **Tell your story**

Tell your personal story which explains why you are raising money for the Ride for ALS. The story may contain information about how this disease has affected you and what finding the cure means to you and your family.

### 4. **Ask! Ask! Ask!**

Ask as many people as you can: the accountant, banker, pharmacist, dentist, doctor, lawyer, personal trainer, hairstylist, florist, the owner of your favourite restaurant, etc. The more people you ask, the more you will collect.

Promote the event everywhere and consider everyone a potential donor. Sign up online and/or to keep a copy of the pledge form with you at all times. You never know when a pledging opportunity will arise!

### 5. **Ask for a specific amount**

Be specific about donation amounts. For returning donors, tell them what they donated last year and ask them to beat it this year.

### 6. **Start Early**

The sooner you start collecting donations, the better. For personal or professional reasons, people may not always be available at the last minute to sponsor you.

### 7. **Be optimistic**

Excitement is highly contagious and it's important for potential donors to know and feel how enthusiastic the participant is about the event, their donation, and their part in the mission to find the cure!



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### **8. Inquire about matching gifts**

Contact your Human Resources department to find out if your company has a corporate matching gift program. With this program, the company will equally match your donation. If they do, you can obtain and complete a form and turn it in with your pledges – it's an easy way to double your total.

As well, you can encourage donors to ask their companies for matching gift forms; many donors are not aware this is an option. Often, even if a company does not have a matching gift program, they will support your efforts financially.

### **9. Get Creative**

Fundraising is more than simply asking for a donation. It's a chance to get creative and engage friends, family and colleagues. You will find later in this document fundraising activities ideas.

### **10. Stay Motivated**

You don't have to be afraid to take no for an answer from people. People often donate to many causes and may not find it possible to donate to everyone who asks. Don't be offended if people say no.

### **11. Stay in touch / Thank donors**

Try to keep in touch with your donors. For example:

- Send emails to the list of contacts updating them on your progress.
- You can also send personalized thank you messages as soon as you receive notification of the contribution.
- Be positive and appreciative in letters/emails.
- Thank everyone after the event and include a grand tally of the contributions received as well as the total collected for the entire walk.

### **12. HAVE FUN!**

Remember, you are making a difference in the lives of people living with ALS. Thank you!



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## How to become a Top Pledge Earner in 10 days

Day 1	Sponsor yourself \$50	\$50
Day 2	Ask two family members to sponsor you \$50	\$150
Day 3	Ask five friends to contribute \$25	\$275
Day 4	Ask five co-workers to contribute \$25	\$400
Day 5	Ask five neighbours to contribute \$25	\$525
Day 6	Ask five people from your social or sports group to contribute \$25	\$650
Day 7	Ask your employer to match you and your co-workers contribution \$175	\$825
Day 8	Ask five local merchants to sponsor you \$25	\$950
Day 9	Ask a business you frequent (doctor, dentist, health club) for \$50	\$1,000
Day 10	Thank everyone who supported you by sending out thank you e-mails, letters, or cards.	



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## Fundraising Ideas

### For the office

- Lunch - Instead of going to a restaurant, everyone brings their own meal and contributes the amount that would have been spent on lunch.
- Matching Funds - encourage your CEO or President to grant the equal of the total funds collected by you or your team or to become your major contributor.
- Movies - rent short videos (old films and classic movies are always appreciated) and organize a film week during lunchtime. Charge admission and invite employees to eat while watching the movies.
- Casual Day. "Dress casually for ALS" - employees must pay to come to work dressed casually.
- Piggy Bank – The ALS Society can provide an ALS donation piggy bank that you can place at your office, at the reception or in high traffic area. To get your piggy bank: 1-877-725-2653 ext.108 or [mprince@sla-quebec.ca](mailto:mprince@sla-quebec.ca)
- Auction off a good parking place at work.
- Cookbooks – produce a community cookbook that you can sell.
- Give it up day- cant get through the day without your daily caffeine, nicotine, gum or Facebook? Have your colleagues sponsor you to give up for a day or week.
- Payroll giving- This involves giving directly from your pre-tax salary. Verify with your employer if such a program exist or could be created and spread the work in the office.



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## Entertainment

- Comedy club - ask a local club to organize an evening in support of the ALS Society of Quebec. Invite all teams to sell tickets.
- Organize a party or a dance with a theme - Beach Party, disco, golden age, etc.
- Wine and cheese tasting
- Hold a raffle as an incentive, where donors who pledge a specified amount or more are eligible to win a prize.

## Family

- Gift packages during the holiday season (Christmas, Mother's and Father's Day, Valentines Day). The teams can install a kiosk in a mall or store.
- Christmas and birthday cards – making and selling them, or selling bought cards.
- Hold garage sales / bake sales / bbq / dinner parties at home / car washes.
- In lieu of a special occasion gift, ask for a donation.

## Sport

- Sports Games and tournaments - organize matches between your family or coworkers: bowling, tennis, racquetball, softball or other sports. Charge entry and participation fees.



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## Where to find potential donors?

- Neighbours (people in your building)
- Friends
- Local health care professionals
- Colleagues in business or professional organizations
- Members of your church or community group
- Members of your local library
- New residents in your area (can also get in touch with them through Welcome Wagon)
- Students at community colleges, universities in your area
- Members in the union you belong to
- Members of your local Chambers of Commerce/Boards of Trade
- Co-workers
- Family
- The parent(s) of your child's friend
- Other guests at any conferences/events you attend
- Others in your parents' group
- Senior citizens in your area
- Scouts and leaders in the troop your child belongs to
- Members or guests at community centres in your area
- Staff at your doctor's office
- Register to set up