



**RAPTORS FOR
RESEARCH**

 Sinai Health Foundation

FUNDRAISING 101

HOW TO KICKSTART YOUR FUNDRAISING!

- 1. Personalize Your Page:** Log-in to your Raptors for Research dashboard and customize your fundraising page with a photo and your WHY – tell friends and family why you are rising up for research.
- 2. Self-Donate:** Lead by example and make a self donation – ask friends and family to match!
- 3. Share, Share, Share:** Did you know that 32% of donors are most inspired to give via social media? You never know who you will inspire to give when you share!
- 4. Click Send On That Email:** Visit your participant dashboard and find pre-written emails that you can send to your supporters. Send them straight from your dashboard or copy over your favourite content and send from your personal account.
- 5. Ask Creatively:** Have some fun with the donation amount you are asking for. Have a birthday coming up? Ask people to donate your new age!

Ex: This month is my 42nd birthday, please help me celebrate by donating \$42 to my RFR team!

Reach out to us for other fundraising ideas! Email Coach Kalie at:
raptorsforresearch@sinaihealthfoundation.ca



@raptorsresearch

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