




**HYDROCEPHALUS
CANADA** | 
Bridging Research, Awareness and Innovation
With Advocacy, Education & Support
www.hydrocephalus.ca

Virtual Spirit Wheel Walk Run (SWWR) Fundraising Guide

Make Your SWWR the BEST It Can Be

Create a Team:

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

Create List of Potential Donors:

Think of everyone you know – your doctor, hairdresser, church members, 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 that gets done by HC. Pick a number that feels challenging and go for it! Make sure to connect everybody you know to your SWWR page 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! When you register at ??? you will be given a link to create your page.

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). Enclosed is a fact sheet you can integrate into your email/letter as well as a sample letter. 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 an 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 HC programs. Gather your co-workers, business associates, clients or suppliers 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 virtual event information.

❑ Recruit Virtual Participants

Some potential team members:

Neighbours

Colleagues

Parents of your children's friends

Members at your library

Friends & Family

People at your place of worship

Health care professionals

Members of your community centre

❑ Register Your Team

Pick a name for your team that reflects your passion for the cause. 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 online at

❑ Set a Goal

Have a team meeting to discuss individual fundraising goals as well as plans for a team fundraising event. Don't be afraid to set your sights high!

❑ **Raise Money**

Equip team members with the tools to be effective fundraisers. Make sure everyone on your team has created an online page, set 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 councilors or the Mayor. Their presence at your virtual event may also draw the media. HC can prepare a press release (2 weeks prior) about your event for all local papers that serve your community.

❑ **Take Pictures/Videos**

We want lots of pictures and videos of your virtual SWWR for our website and social media. This is a great way to let others know about your event.

- Use the highest quality and largest size settings on your digital camera (this means that you'll get fewer pictures per data card but they will be the most useable)
- Take as many pictures as you can both horizontally and vertical
- Have fun!

❑ **Recruit Volunteers**

The use of volunteers is an effective way to ensure the success of your SWWR. Volunteers can assist you with all aspects of your event, from planning right through to SWWR day. They can help set up your virtual event, drive donors to your donation page and any other activity planned around your event. You don't have to take it all upon yourself!

Who to Ask For A Donation

Those who are closest to you should be the first people you ask, ask them to ask their friends, and then expand to others in your community...

Family	Friends	Co-workers	Local Businesses
Classmates	Neighbours	Customers/Clients	Place of Worship
Veterinarian	Doctor	Hairdresser	Dentist

Ask Anyone and Everyone You Know!

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 HC website www.hydrocephalus.ca so they can donate right on the spot!

- ❑ HC will help create your own personal SWWR page with details about your event and your unique story. To do this you will need to send us a short synopsis of who you are and why you have chosen to host a SWWR event.
- ❑ Call or write a letter to family and friends (See sample page 5) If you have a Facebook, Instagram or Twitter account, use them to expand your reach and let people know about your SWWR (and how to donate).
- ❑ 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 HC website www.hydrocephalus.ca click on the *Donate Now* button and through your giving page. Your donors will be emailed a tax receipt immediately to their email address.
- ❑ **Telephone Donations** Your donors can call the HC 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. HC will send a thank you letter and tax receipt to those that donate \$10 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 must be payable to: HYDROCEPHALUS CANADA.**

Do not send cash in the mail. If you have received a cash donation, keep it and write a cheque to HC or obtain a money order for the total cash received. Mail pledge forms along with cheques to: Hydrocephalus Canada, 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!
- ❑ Fundraising Challenge
Have everyone on your team choose a challenge or activity like a solo hike, run, walk, head shave, karaoke party online, sing off or dance off challenge. It's a great way to get people involved in your event and to donate.
- ❑ Expand Your Giving Circle
Send your giving page link to all of your friends and ask them to help you raise funds. With a little help from your friends, you can double your fundraising efforts!

❑ Social Media Fundraisers

Create a Facebook page, Instagram or Tik Tok video blog telling your story and include a link to our website www.hydrocephalus.ca for donations. Tweet the details of your event and ask for donations.

Raising Awareness in times of Physical Distancing

Window & Lawn Messages

- ❑ Create a sign to post in your window or on your line telling your neighbours that you are supporting Hydrocephalus Canada or that June is Awareness Month.

❑ Borrow a Banner!

Hang the banner on your home or post it on your lawn and let your community know about HC!

...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. Hydrocephalus Canada (HC) 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 HC 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 HC 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 \$1,500. 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 Canada.

Please give whatever you can to help my family reach our fundraising goal. You can donate online by visiting the HC website www.hydrocephalus.ca and clicking on the *Donate Now* button. Using the scroll down menu, select my name or team name Zack's Walk, so that your donation will go to my team. You can also write a cheque payable to **HC** OR make a cash donation 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 HC 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...

Hydrocephalus Canada (HC) 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 over 150,000 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.

HC receives no government funding!

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.
- 85% of children born with spina bifida also have hydrocephalus.
- It is estimated that 120,000 Canadians are living with hydrocephalus
- There is no known cure for either one of these conditions.
- Hydrocephalus is more common than Down's Syndrome or brain tumours
- 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.
- As many as 70,000 Canadians may be living with Normal Pressure Hydrocephalus (NPH), an emerging health concern for people 55 and older and a potentially reversible form of dementia.

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