



HYDROCEPHALUS CANADA

50 years of leadership and service

FUNDRAISING GUIDE 2023

A tool kit for you to start fundraising today



8 Tips for Effective Fundraising

Create a Team

Ask family, friends and co-workers to join your event and help you raise funds. Remember to make your invitation personal – let them know why Hydrocephalus Canada's mission is important to you, and what impact it will have for the spina bifida and hydrocephalus communities across Canada.

Create a List of Potential Donors

Remember that people give to people - not causes. Your donors will give to you because they want to support you and the cause that matters most to you. Think about your network - friends, colleagues, family and acquaintances. Make sure you personalize your approach whenever possible; do all that you can to bring your reasons for supporting Hydrocephalus Canada to life!

Build a Personal Fundraising Page

Create your own personal fundraising page so that you can where you can customize your story, post photos and so that people can people can donate to you directly online!

E-mail or Letter Campaign

Share details about your connection to the cause and let others know about the conditions facing those with spina bifida and/or hydrocephalus (sb/h). Be sure to let donors know how to direct their donation – either online or by cheque.

Connect on Social Media

Connect your fundraisers to your networks online. If you have a Facebook, Twitter or an Instagram account, post the details of your event and remind people how they can support you – either by making a donation or by sharing your post. Social media is It's a great way to reach all your friends and followers at once!

Follow-Up is Key

If you haven't received a response from someone make sure to follow-up. Often people just forget! Your follow up should include a gentle reminder to consider supporting you, and providing a deadline to donate.

Thank You's

One of the most important ways to increase your fundraising efforts over time is to thank those who have supported you, and to let them know how their donation will have an impact.

Creating A Successful SWWR

The Spirit Walk, Wheel and Run (SWWR) is an amazing way to get out and raise funds and awareness for spina bifida and hydrocephalus in your community. Leverage your network to ensure you create a successful SWWR event. Ask your friends, family, co-workers, and/or classmates to join you. Participating as a team enables you to capitalize on your teammates' network of friends, family and co-workers. The more people you have helping you, the better! This will increase your impact both in terms of awareness and funds raised.

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 Hydrocephalus Canada programs and services. 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 get involved.

Register Your Team: Pick a name for your team that reflects your passion for the cause and the make up of the group that is walking with you. 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.

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!

Your Role as Team Captain: As Team Captain, you will be responsible for recruiting your team, encouraging them to raise pledges with you - and walk on event day. Once your team begins their fundraising efforts, you will need to provide ongoing communication to team members to keep them motivated and up to date on your team's fundraising progress.

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 community leaders such as city councilors or the Mayor. Their presence at your virtual event may also draw the media. Hydrocephalus Canada can prepare a press release about your event for all local papers that serve your community, with advanced notice.

Recruit Volunteers: The use of volunteers is an effective way to ensure the success of your event. Volunteers can assist you with all aspects of your event, from planning right through to event day. They can help set up your event, drive donors to your donation page and any other activity planned around your event.

Take Pictures/Videos: In a digital age, photos and videos of your event is a great way to continue to build awareness and inspire new fundraisers. We want lots of pictures and videos of your event for our website and on social media. This is a great way to let others know about your event. Please feel free to share your media with the Hydrocephalus Canada team, or tag us on social media.

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 fundraising page with details about your event and your 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.
- If you have a Facebook, TikTok, Instagram or Twitter account, use these networks to expand your reach and let people 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 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 donate 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. We 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

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 organization. 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 Hydrocephalus Canada 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 to help families and individuals struggling with spina bifida and hydrocephalus in Canada.

Please give whatever you can to help my family reach our fundraising goal. You can donate online by visiting 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 Hydrocephalus Canada C OR make a cash donation when we see each other next.

Sincerely, Angela S



INFORMATION ABOUT HYDROCEPHALUS CANADA 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
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- 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.
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- 85% of children born with spina bifida also have hydrocephalus.
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- It is estimated that 120,000 Canadians are living with hydrocephalus
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- There is no known cure for either one of these conditions.
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- Hydrocephalus is more common than Down's Syndrome or brain tumours
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- Hydrocephalus can occur at birth or at any stage of life.
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- Spina bifida or hydrocephalus can happen to anyone.
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- Complications from these conditions can be life threatening.
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- 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!