



RUN TO
RESTORE
NATURE

MAY
7-15



RAISE \$100 IN 5 EASY STEPS

\$10

+

\$20

+

\$40

+

\$20

+

\$10

Make a self donation: Show your supporters you are serious about meeting your fundraising goal and inspire them to donate. Others will want to join in when they see you've already got \$10 towards your goal.

Share on social media: Use Facebook, Twitter and Instagram to ask for support by sharing the reason you're participating and the link to your fundraising page. Be sure to tag your friends in the post. If 4 people give \$5 each that's \$20

Email is key: Email is a great way to get support from friends and family – try using the drafted messages in your dashboard. If 4 people donate \$10 you've got another \$40.

Create fundraising levels: Tell your supporters that by donating a certain amount you'll add conditions to your challenge. E.g. for every \$20 you raise you'll do an extra KM or you'll do the challenge in a fun costume. If 1 person donates that's \$20 more.

Follow up: Send a friendly reminder to friends and family who have said they want to support you but have not given yet. People respond to deadlines so share your run date. If 2 more people donate \$5, you've raised \$10.

Contact us at: **416-484-7700** or events@wwfcanada.org
Visit wwf.ca/RunForNature