



Plan in advance and create a timeline. Set tangible goals to help shape the style, size and scope of your event, and help keep you on track along the way.

Personalize your fundraising page with a special message that lets your supporters know why supporting WWF-Canada is important to you. Upload pictures and videos to make the page yours and inspire others to give.

Promote your event. Put posters up in your community and share the link to your fundraising event page through email and social media.

Make a donation yourself first to set the bar and show you're serious.

Create a list of potential supporters and donors. Expand your giving circle by including friends, family, neighbours, colleagues, local businesses you frequent, clubs and teams, community groups and more.

Do not be scared to ask for support and ask often. Ask in person, send personal emails or tag your friends directly when you share your fundraising page online.

Say thank you and say it often.

WWF-Canada will send you a thank you package in the mail. Please note these may take up to 60 days to process.

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header image: Happy family playing on the poppy meadow © Grekov's / Shutterstock , Inc.

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