

Women's Crisis Services
OF WATERLOO REGION



Third Party Event Kit

Fundraising Ideas

- Arts and Crafts Sale/Show
- Auction
- Bake sale
- BBQ
- Bingo Night
- Birthday celebrations
- Book Sale
- Carnival
- Wedding Registry Item
- Comedy night
- Concert
- Dance-a-thon
- Dinner Party
- Face Painting
- Fashion show
- Festival
- Fitness challenge
- Flower Sale
- Gala
- Game night
- Garage Sale
- Gift wrapping (especially during the holidays)
- Golf tournament
- Play (at a theatre or auditorium)
- Poker tournament
- Wine Tasting
- Proceeds from Retail or Restaurant Sales
- Quiz night
- Raffle
- Rummage Sale
- Scavenger Hunt
- Seasonal fundraising
- Ticketed Event
- Walk-a-thon

Tips to Fundraise

Here are a few simple tips to ensure a great fundraiser!

Step 1: Establish your fundraising goal

Create a realistic fundraising goal to work towards. Remember, you can keep updating this goal as you go so make sure it is realistic and attainable!

Step 2: Create marketing materials

Adding personal details like a photos, why you're fundraising and what your event details are gives your supporters a way to connect with your cause.

Step 3: Share why you're supporting Women's Crisis Services

Sharing the reason why this event is important to you will give your supporters a way to connect with the cause and give more motivation to donate.

Step 4: Make your first donation

Donating to your own fundraiser gives your event momentum and sets you on track to collect more donations!

Step 5: Start promoting!

Spread the word about your fundraiser anywhere you can! Utilizing social media, your email list and word of mouth is a great way to promote your fundraiser and collect more donations.

Get Started

There are lots of easy ways to fundraise and help you reach your goals, here are some simple tips to help kickstart your event page:

It starts with an ask

If your close friends and family know a cause is important to you then they are likely to donate! Mention your event at your next family dinner or send personalized messages to those who mean the most to you asking for their support.

Use social media

- Share information about your event
- Update your followers about event details as
- Tag @WomensCrisisSWR on Facebook, Instagram LinkedIn and Twitter for us to share information about your event to our followers

Reach out to your extended networks

- Tell your friends to ask their friends and spread the word!

Do one final push!

The day before the event ask your networks one more time to support the cause, usually donations will come in last minute especially if you're close to your goal!

Use Social Media!

Social media is a great tool to keep your friends up to date and to ask for donations! Here are some post ideas to spread the word:

Twitter:

"I am organizing a fundraiser to support Women's Crisis Services of Waterloo Region. Learn more about what Women's Crisis Services does through @WomensCrisisSWR's social media!

Help support my fundraiser: [\(Insert donation link\)](#)"

Facebook and Instagram:

"I am organizing a fundraiser to support Women's Crisis Services of Waterloo Region. Learn more about what Women's Crisis Services does through @WomensCrisisSWR's social media!

My fundraising goal for this walk is [\(insert here\)](#) and I need your help to reach my event goal!

Message me to learn more about how you can support my event!"

Tag @WomensCrisisSWR on all social media platforms and we are happy to promote your fundraiser for you!