



THE GRAND PADDLE & HIKE FUNDRAISING TIPS

First, Get Your Fundraising Page in Tip-Top Shape

Before you start asking for donations and inviting people to join your team, evaluate your fundraising page and ensure it hits the mark for both visual and emotional appeal.



Set a fundraising goal. Update your personal goal so it is attainable and realistic for you. Your goal should be high enough to encourage donations, but low enough so it's not unattainable. All participants start with a default goal of \$1000.

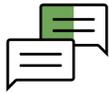


Share your story. Sharing your personal connection to Silver Lake helps others connect with the cause, and provides motivation for them to donate. To craft a hard-hitting page description, ask yourself why you're participating, why Silver Lake is important to you, and what the impact of Silver Lake is on campers, staff, volunteers, school groups, etc.



Upload a profile photo. Photos (and videos) are great for connecting with people. Sharing photos and videos related to Silver Lake gives people a way of visually connecting and can help increase the amount of donations you receive.

Ready? Set? Go! It's Time to Start Fundraising



It all starts with the ask.

Very likely, the people close to you will be eager to help if they know how important the cause is to you. Send a personal email, or text message with a direct link to your fundraising page.



Share on social media.

Connect with your friends by sharing your inspiring, personal stories that are related to camp and upload lots of photos and videos before, during and after the *Grand Paddle & Hike!*



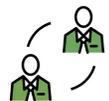
Hold mini-challenges for milestones.

Offer fun challenges that you will complete at certain milestones, such as posting a funny throwback photo of yourself at \$500 donated!



Don't forget about email.

Email is a great way to send personalized messages to those who have personal connections to Silver Lake, or those that you think would be interested but don't use social media.



Reach out to people in your extended network.

Try reaching your extended network through friends, family, or coworkers. Having someone share your fundraiser with their network expands your reach to people who you may not otherwise find.



Do one final push. A final call for donations on the day before and the final day of the event can really help move the needle. Once your friends and family see how close you are to reaching your fundraising goal, they'll want to help you get past that finish line even if it means making a second donation.

Celebrate and say thanks.



A successful fundraiser is a wonderful personal accomplishment and major cause for celebration. Send a thank you note or message to each person that donated and participated to show your gratitude. Update everyone who was involved and all the people you shared the fundraiser with, summarizing what was accomplished and the impact it will have. After all, they may love to join you again next time!

Use Your Community!

Your community are the people around you that that you can call on to support you during this fundraiser. It's probably bigger than you would expect! Here are a few examples:

- Parents
- Siblings
- Children
- Grandparents
- Extended family (Aunts, Uncles, cousins etc.)
- Friends
- Neighbours
- Social Media connections
- Work colleagues (or your parents work colleagues)
- School classmates
- Teachers
- Volunteer groups
- Church
- Youth Group
- Sports teams/ clubs
- _____