

FAST
5
FUNDRAISER

#500forVSAC



Victoria Sexual
Assault Centre

healing, education & prevention

What is the Fast Five Fundraiser?

Throughout the month of March, **teams of five** or more will get creative to raise \$500 for **VSAC!**

You may choose to do an event, work with a business or your community, or ask your friends & family for donations. Whatever your team thinks is the most effective!

The question is....How **FAST** can you raise it!!!??

Why Fundraise for the Victoria Sexual Assault Centre?

When you become a Fast Five Fundraiser, you ensure that the Victoria Sexual Assault Centre is there to provide critical services to survivors of sexual assault and childhood sexual abuse as well as support valuable youth-led prevention education in the community.

We rely on donations to fund this important work, so every dollar counts!

Your Support Changes Lives.

How to get started!

What it takes to be a successful fundraiser?

- A belief in the cause
- A commitment to following through
- And a dose of individual creativity

How to successfully start and manage a fundraising team

Fundraising teams can take many forms and some require more work than others. For example, if you're running a race or doing a walk together, there will probably be a bit more involved than if you are just fundraising online as a group.

Read on to find out some useful tips for creating a successful team!

How to successfully start and manage a fundraising team

Ask:

- Make a list of 10 (or more) people you want to recruit on your team. Expect that people will be excited to help! (Some people might say no, and that's okay too!)
- The more personalized the ask, the better. If you can manage it, try asking people face to face (or even through a phone call). Explain the idea behind the Fast Five Fundraiser, and why you decided to start a team. Then, end with a direct ask (“Will you join my team!?”)
- If asking people face to face or on the phone isn't possible, you can try emailing or contacting the people you think might be interested in joining you on social media.

How to successfully start and manage a fundraising team

Connect:

- Once people have joined your team, send an email to thank them and connect them with the other group members (you can try a group email, or a Facebook group). They'll feel more excited and committed when they get to meet their teammates.
- Create a team name! Brainstorming a team name can be a fun way to get your team to make a first easy decision together and get them excited about working together.
- Set a team goal: \$500 (or more!)
- Get creative! Ask yourselves - How are we going to raise it!?!?

How to successfully start and manage a fundraising team

Communicate:

- **Check in regularly.** Some teams might meet during the planning and fundraising stage, and/or use periodic email updates about the team's progress. This helps to keep everyone engaged and excited about reaching the team goal.
- Send along words of encouragement to team members as you work together towards your goal. When your team makes progress, share and **celebrate** with everyone.

Ideas for Fundraising: Businesses

- **Ask at the Till:** ask each customer as they're paying if they'd like to add a \$1 donation to VSAC to their bill
- **Charity Special:** have a special menu item, drink, ice cream flavour, etc. for sale where all the profits from sales go to VSAC
- **Day of Giving:** have one day where all profits in the store go to VSAC
- **(Activity)-a-thon:** for gyms, yoga studios, dance studios, etc. have members recruit sponsorships from their social circles to complete a fitness challenge. 25 cents per rep of weightlifting at a lift-a-thon event, \$1 per yoga class for a month long yoga challenge, \$1 per climb at a climbing gym climb-a-thon, etc...

Third Party Events

- **What are 3rd Party Events?** They are a creative way to get involved and to raise funds and awareness about sexualized violence and the Victoria Sexual Assault Centre (VSAC).
- These events are organized by community members with proceeds going towards VSAC. All events benefiting the Victoria Sexual Assault Centre must be approved before they are promoted in the public.
- All 3rd Party events must be in line with the mission, values and beliefs of VSAC.
- ***Please note:*** As an agency we also discourage events that are centered on excessive drinking.

Third Party Events

If you are interested in hosting a 3rd party event for the Victoria Sexual Assault Centre – **thank you!** – and we also ask that you fill out our **3rd Party Event Contract form**. We do require one for our records.

[Third Party Special Events Application](#)

Ideas for Fundraising: Events

- **Neighbourhood garage sale:** organize all your neighbours, all proceeds go to VSAC
- **House show:** hold a concert in your house or a local cafe, with a cover charge going to VSAC
- **Art sale:** get your creative friends together to donate and sell arts and crafts
- **Board Game Tournament:** get all your competitive gaming friends together, have an entry fee and a sweet prize for the winner(s)!
- **Bake sale:** Easy to organize, set up and run. They have long been a staple in fundraising and are a reliable fundraiser
- There are a ton of ideas for fundraising events. Feel free to check online for more ideas.

Ideas for Fundraising: Face-to-Face

- Sometimes this is the most effective and efficient way to fundraise, is just asking people directly for a donation. If you are a team of 5 people, that means each person needs to raise \$100 to meet the \$500 team goal!
- Phone your friends: each person on your team makes a list of 15-20 people they think will donate, then call them directly! (*email works too!*)

Ideas for Fundraising: Group Fundraising

- **Fundraise at work:** ask colleagues, organize a Lunch Party or Jeans Day. Essentially, you can create an activity or mini-event at work where your co-workers donate a fee (\$2-\$10) to participate.
- **Piggy Bank Challenge:** Ask your friends, family or colleagues to collect their change or “coffee money” for the month of March. If you work at a coffee shop or restaurant, you could put a “piggy bank” at the front counter.
- **Host game night or karaoke night or spelling bee championship or dinner party** for your friends at your house and ask for donations to participate!

Oh my! How do you ask for money?

Asking for money can feel intimidating sometimes, so here are some simple tips!

Whether you are recruiting team members, or asking for donations, use this **3-step strategy** to help increase the likelihood of someone saying yes!

1. **Connection:** Connect why this issue matters to you.
2. **Context:** Make sure they have the information they need to say yes!
3. **Commitment:** Use a short, direct questions to ask for a commitment. (Ex. “Can you donate \$50?”)

Remember - getting a no is completely normal and even if someone decides not to join your team or make a donation, they may be able to help in other ways like sharing your post on Facebook for example. You just never know unless you ask!

Creating a Fundraising Page

Once you have your team together, you can create your own [online fundraising page](#). This page will be specific to your team and your networks can donate directly to this page and receive a tax receipt immediately!

- A [Fundraising Page](#) can be created in few easy steps using Canada Helps
- A [Fundraising Page](#) is a great way for people to see your progress and share your teams success on social media
- Go to www.vsac.ca/FastFive for marketing materials

Top 3 things to do after making an online fundraising page

1. **Personalize your fundraising page:** Add your own text, pictures, or video. Remember, your potential donors will be interested in the cause, but they are primarily interested in you. Make sure you tell them why you are getting involved (it doesn't have to be long).
2. **Start by making a donation to your own fundraising page:** Other people are more likely to donate to your page when they see that someone has already contributed.
3. **Send individual emails to your five closest contacts and ask them for donations first:** Getting your "inner circle" to donate to your page will help you build up some momentum. It's also good to start with the people you are most comfortable with!

Connecting With Your Closest Contacts For Support

- You know your closest contacts better than anyone does. Don't feel like you have to stick to a predefined formula. **JUST BE YOU!!**
 - Face to face over lunch or coffee
 - Send an email or phone call for a longer personal message
 - Send a one line message, like a text or social media
- Just make sure you include a direct request for support and a link to your fundraising page at the end of your message

Connecting by Email

- Start by explaining why you are fundraising and why it is important to you. It is probably the most important element of your message.
- In a sentence or two explain what the Victoria Sexual Assault Centre does for the community. This helps people understand where their money would be going and what it would be used to accomplish.
- Be direct about asking for a donation Include a link to your fundraising page.
- And finally, thank your contacts for their time and support.

The Best Ways to use Facebook, Instagram, and Twitter to Fundraise

- Get started on Facebook by tagging the people that have already donated to you and thanking them for their donations. When you tag someone your post gets shared in your activity feed and the other person's activity feed too. This also sets the frame that people are already donating to your page (remember success breeds success!).
- Use your social media accounts to give updates of your progress towards each goal and ask for people to help you get over the next hurdle.

The Best Ways to use Facebook, Instagram, and Twitter to Fundraise

- Don't make every post an "ask". Share inspiring news stories or other positive anecdotes about the cause too!
- Remember to show supporters appreciation and gratitude
- Facebook banners and other marketing materials are available at www.vsac.ca/FastFive

Tax Receipts

- All donations \$5 and over can receive an official tax receipt.
- To receive a tax receipt the donor will have to provide their full name and address to the Victoria Sexual Assault Centre (VSAC). VSAC adheres to the receipting policies of the Canada Revenue Agency.
- *Please note that not all funds raised qualify for a tax receipt. The Canada Revenue Agency restricts the dollar amount of tax receipts to donors where a benefit or advantage accrues to the supporter. Examples include, but are not limited to, door prizes, dinner, signage/advertising, complimentary items.

The Prizes

- To make things interesting, we've got five prizes for teams with special achievements:
 - **Most raised** (by a community team)
 - **Most raised** (by a business team)
 - **Most creative** fundraising
 - **Best media coverage**
 - **First Five:** the first team to pass the \$500 fundraising goal
- Teams that win a prize get the glory, as well as a **special ceramic cat** which they can share ownership of. Why a ceramic cat? Why not?
- Bonus: All teams that raise **\$1000 or more** will have their team name put on the **Donor Appreciation Plaque!**



THANK YOU & HAVE FUN!

Questions?

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