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FUNDRAISING TOOLKIT

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Need Assistance? Contact Victoria Ferguson at vferguson@baycrest.org or 416-785-2500 x 3827
CUSTOMIZE YOUR PARTICIPANT CENTRE

The first step in any successful fundraising campaign is to get started right away! Once you’ve registered, you are ready to customize your Participant Support Centre with a personalized photo and story that illustrates why you are participating.

Get started by loggin in to your Participant Centre:
Next, go to the Personal Page option at the top of your screen.

Then, select Edit Images/Videos and Edit Text to customize your profile.
To upload images and videos, follow the steps in the pop-up window.

Next, add to the Support My Journey text box with details on why you are participating and why people should support you.
DRAFT YOUR LIST OF POTENTIAL DONORS

Your network is bigger than you think. Here are a few ideas of who you could approach to support your fundraising efforts.

Once you list anyone and everyone who could donate to your Campaign; including friends, family, colleagues, neighbours and clients, upload their contacts quickly and easily into your Fundraising HQ.
Add your contacts to your Fundraising HQ by clicking on Address Book in your homepage.

There are three ways to add your contacts. To add contacts from an existing email account address book, select Add Contacts from Your Email Accounts under the Quickly Add Contacts option.
Then, choose your existing address book type, and follow the instructions on the screen.
To add contacts manually, select Add Contacts under the Manually Add Contacts option.

Enter your contacts’ first name and last name, email, address and phone number. Then, click save.
To add contacts manually from a .CSV file, select Import Contacts under the Manually Import Contacts option.
Then, follow the steps on screen.

Import Contacts

Follow the steps below to import your address book from your e-mail application.

1. Choose the e-mail application you want to import from: Outlook 2010 (.csv)

2. Export Contacts  Print Instructions
   a. Open Microsoft Outlook 2010.
   b. On the File tab, select Options.
   c. Click on Advanced and then on the Export button.
   d. The Microsoft Import and Export Wizard will open.
   e. Select Export to a File and click Next.
   f. Select Comma Separated Values (Windows) and click Next.
   g. Select your Contacts folder and click Next.
   h. Click Browse, select Desktop, name the file mycontacts.csv, click OK and then click Next.
   i. Make sure the check box next to Export Contacts, from folder: Contacts is checked and then click Finish to save the file.

Note: If you need to edit the file manually before importing it, do not delete the column with the header: E-mail.
For more info: See detailed visual instructions or Outlook 2010 help.

3. Click Browse and locate the saved file:  Choose File  No file chosen

4. Click Import Contacts to finish:  Import Contacts  Cancel
MAKE THE ASK

Crafting an ask is simple! Follow these four steps:

• Tell people what you are doing
• Include why you are doing it (your WHY)
• Write about why this event is important
• Then, the ask – “Support me by...”

Sample ask:

I am participating in Baycrest SEALFIT to raise money for a great cause.

The Baycrest Foundation supports programs and services that promote excellence in care, research, innovation and education in aging and brain health.

What better way to support a charity than to test my own mental capacity and physical strength in one of the toughest, grueling challenges I will have every faced. Although I have endured many challenges and barriers in the past, this challenge will be one to remember.

Please support me in my quest, but most importantly support the many people that benefit from the Baycrest team in tackling complex brain issues.

Together, with your support, we can reach our fundraising goal.
FOLLOW UP

Continue to ask and remind those who have yet to donate to your campaign. People are busy, and sometimes they need that extra little nudge. Don’t forget to thank those who have already supported you.

Inspire people in your circle with photos and videos. Sometimes people just need to identify with a personal story to feel impacted and take action to make a donation.

As an example, take a look at Georges’ Story:
OTHER TIPS

HOW TO INCREASE YOUR FUNDRAISING GOAL

To increase your fundraising goal or edit your account information, select the Edit Profile/Personalized URL option on your homepage.

Enter your desired edits, and click Save.
HOW TO LINK FUNDRAISING PAGE TO INSTAGRAM

To link your fundraising page to your Instagram profile, copy the link from your fundraising page.

Log into Instagram, select Edit Profile and paste the link into the website field.
All done! Now, in your Instagram posts you can direct your followers to donate through the link in your bio.
**OTHER FUNDRAISING IDEAS**

There are lots of amazing ways to get involved and fundraise. Here are a few other ideas...

<table>
<thead>
<tr>
<th>Organize a bake sale at your school, church or work.</th>
<th>Ask for donations in lieu of birthday/holiday gifts.</th>
<th>Sell unwanted goods online.</th>
<th>Seek a corporate matching gift from your employer.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share stats via social media and encourage your followers to donate!</td>
<td>Use social media to elicit donations – every $1 you do a push up or burpee!</td>
<td>Send a text message – people like convenience! Create a simple yet engaging message with a link to your donation page and send it to your contacts to ask for support.</td>
<td>When you are 10 per cent away from your fundraising goal, follow up with your network and ask them to get you to the finish line.</td>
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</table>
ABOUT THE CAUSE

This event raises critical funds to support care, research and programs at Baycrest, a global leader in aging and brain health care, research and education.

At Baycrest, our work helps to preserve and extend the cognitive and emotional well-being of older adults. An estimated 564,000 Canadians have Alzheimer’s disease or another form of dementia. By 2031, this figure is expected to rise to 937,000 – an increase of 66 per cent. Baycrest is working hard to respond to this crisis.

You might ask: “What does a Navy S.E.A.L. training program have to do with Baycrest?” The answer is – absolutely everything. Baycrest research continues to show that physical fitness, social activity, camaraderie and moral support all have a positive impact on brain health. The Baycrest SEALFIT events expose you to all of those benefits. But it goes beyond simple “exposure.” Baycrest SEALFIT immerses you in a program that will bond you and your fellow participants in ways that go further than basic friendship. By going through and sharing this total body, mind and spirit experience together, you will add family to your life. SEALFIT family. In addition to your own family and friends, your SEALFIT brothers and sisters will be there to support and encourage you from today through every new stage of life – and you will be there for them. It all adds up to more brain health.

Consider this: According to Baycrest researchers, the risk of dementia rises threefold for socially isolated older adults. They also found that no matter your age, maintaining an extensive, but close, social network can reduce the risk. It’s important to have a network where you feel connected and supported by your friends.

As a Baycrest SEALFIT participant and donor, you’re not just doing it for your own brain health - you’re training for better brain health for all future generations.