

FUNDRAISE FOR NATURE

FUNDRAISING TIPS



Thank you for your support of the Nova Scotia Nature Trust!

Your **Fundraise for Nature** Event will raise valuable funds for our work, but just as important, you will help us raise awareness of our work. This Tip Sheet will help you create one or a series of fundraising opportunities!

Have fun and happy fundraising!

GETTING STARTED

Set a fundraising goal for your project. Aim High! Set an ambitious goal that is stretching but achievable for your group or community team.

As you get started, here are a few things to think about:

- **HAVE A THEME** You can fundraise for the Nature Trust overall, or for a specific campaign or Focus Area. Having a theme helps your supporters understand how their donation is helping.
- **TELL PEOPLE** about your involvement with the Nature Trust and why you are raising this money. You may have a personal story of why you are doing this – the more people you share this information with the more you create awareness.
- **THANK YOUR DONORS** Take the time to thank everyone who helps you reach your fundraising goal. Tell them about the impact their donation made toward protecting wild places in Nova Scotia.

SPREAD THE WORD

- **SOCIAL MEDIA** Post a personal message on your social media accounts about your fundraising and the Nova Scotia Nature Trust. You might find some more nature-loving friends out there!
- **DO YOU HAVE A LOCAL OR COMMUNITY NEWSPAPER?** Usually they allow free ad space for not-for-profit causes. Ask to place an ad asking for donations, explaining why you are raising this money and where it goes.
- **NEWSLETTER** Does your company or local group distribute a newsletter? Ask to include a story on your fundraising and event. It's a perfect way to get the word out.
- **POSTERS** Spread the word with posters at work, school or in your community. Printable posters are available from the Nature Trust.

COMMUNITY FUNDRAISERS

Charity begins at home, so why not plan a fun fundraiser with friends and neighbours. Here are a few ideas to get your creative juices flowing.

GARAGE SALE – Pull out all the items you no longer use that would be a valued treasure for someone else! You can also ask your neighbours if they would donate items for your garage sale. Make posters to let people know where the proceeds are going. Put out a donation jar for people who may just want to support you.

BAKE SALE – Why not have a bake sale or ask your local social club or church to give you a hand in fundraising through a bake sale together?

DINNER PARTY – Have a dinner party and set a donation of \$50.00 per person to attend. Plan out your meal plans and try to spend \$20.00 per person (or less) on your cost to prepare the meal.

BBQ – Some larger grocery stores have fundraising barbeques throughout the year. Approach a store and see if the proceeds from one barbeque can be donated to your fundraising cause.

SILENT AUCTION – Ask local businesses to donate items or gift certificates and hold a silent auction fundraising event or on a payday at work. Set minimum donation limits and allow people to bid them up. At work try a silent auction by email.

CAR WASH – Always a goodie! Ask a local gas station to donate the cleaning products, then put up balloons and signs and wash away!

BAND NIGHT – Do you know someone in a band? Ask if they will perform at a House Party, or ask their regular venue for donations from patrons, letting them know about your fundraiser.

GAMES NIGHT – Dust off those board games and start playing! Choose your favourite game (or games) and roll those dice.

BOTTLE DRIVE – Ask your friends for their empty beer bottles for recycling.

LEMONADE STAND – Have a yard sale with a lemonade stand, or just a lemonade stand. Get your kids or neighbours involved in making a difference.

MOVIE/TV MARATHON – Host a movie or TV series marathon. Choose a theme (Hitchcock, Seinfeld, The Office) and start the popcorn! Ask for a suggested donation at the door. Up the ante with some themed trivia games for donations.

THEMED MUSIC/DANCE PARTY – Host a music/dance night --60's, 70's, 80's style! Play all of the old favourites and ask people to come dressed in costume to dance the night away! Serve donated drinks and food. Ask for a suggested donation at the door. You can even ask a DJ if they'd donate an evening for you, so you can have a complete selection of tunes!

FUNDRAISE AT WORK

If the boss is okay with it, why not have a workplace fundraiser. Here are some ideas that work better at work, but there is no limit to your creativity!

PERSONAL VENDING MACHINE – Purchase some of the office favourites in bulk (or better yet have them donated!) and sell them for a mark-up.

DRESS DOWN FRIDAY – Colleagues make a donation in order to dress down on the specified day. You could also try a 'Theme Day' where people can wear sports shirts for a donation.

ASK YOUR EMPLOYER to match the money you raise. Many companies will be interested in corporate donation matching.

50/50 DRAW – Hold a 50/50 draw on payday.

CURSE JAR – Everyone slips up every once in a while. Now they'll have to pay for it. Place a Curse Jar in your office and whenever someone says a bad word they have to open up their wallet and put a dollar in the jar.

PANCAKE BREAKFAST – Who doesn't love starting the day right! Host a pancake breakfast at your workplace. Ask for a specific suggested donation at the door. Get the pancake mix and other food items donated by local stores.

USED BOOK SALE – Everyone has books that have been sitting on shelves, in the attic or in the basement collecting dust. Ask your colleagues to donate whatever they've got and set up an office book sale.

FUNDRAISING PROTOCOL

- Often, local communities have laws governing fundraising activities like lotteries, draws, raffles, garage sales, leafleting, and other promotional activities. Please check with your local authority before fundraising in these ways.
- If you plan to post flyers in a public space (grocery stores, malls, parking lots, etc.) please check with the Property Manager first before posting your materials.
- If you're charging admission to a fundraising event, you must indicate it is a "suggested donation" and not a required fee, in order for the amount to be considered a tax deductible donation.
- Remember to have each of your donors fill out a donation form and cheques accordingly to be eligible for a receipt.

THE NATURE TRUST CAN HELP!

If you are hosting an event, contact us! We can help promote your event, provide you with our logo, posters/handbills and information on the Nature Trust.

GOOD LUCK AND HAPPY FUNDRAISING!