

## Fundraising Tips

- Be realistic about the number of volunteers the event will take and the number who will actually help out.
- Recruit volunteers from outside the organization.
- Consider partnering with other organizations.
- Review past fundraising history to see how best to appeal to your community.
- Determine what, if any, competition you will be facing.
- Learn from the successes and failures of others.
- Advertise in advance.
- Develop a detailed plan and have a backup.
- Believe in your cause. Sell the idea to the community.
- Be realistic. Design your fundraising plan to suit the needs and abilities of your particular community and possible donors.
- Approach people in person for their contribution of time, service, money or equipment.
- Form a separate fundraising committee for special projects.
- When recruiting volunteers for the fundraising campaign, describe several jobs and give people a choice.
- Keep accurate records.
- Choose a project that has high return of money for a minimum expenditure of money, time and labour.
- Aim for fewer, more successful events.
- Plan a system for recognizing those people involved and for informing those people concerned about the success of the fundraising.
- Become incorporated because incorporation gives your organization more credibility.
- If you plan to solicit donations from the private sector, register as a charitable organization with Revenue Canada.

*Source: Recreation Director's Handbook*