



Canadian Liver Foundation  
Fondation canadienne du foie

*Bringing liver research to life*  
*Donner vie à la recherche sur le foie*



## Step out for liver health! Fundraising Tips

### General Tips For Success...

**Be enthusiastic about your participation:** Whether asking for a donation or for someone to join your team, your enthusiasm will be contagious and others will want to support you.

**Be prepared to say something about why you are participating in the event and supporting the cause:** Why did you join a team? You or someone you know (a co-worker, a friend or family member) may have liver disease, is waiting for a liver transplant or has been touched by this devastating disease. Share their story – how has liver disease changed their lives or your life? Talking about personal experiences helps donors realize the impact of liver disease and that by making donation they will be supporting important liver health research and education programs to support Canadians, just like the person living with liver disease you described.

**Ask, ask, ask & aim high:** If you know your supporters are capable of making a larger donation, don't be afraid to ask for a specific amount. What's the worst that can happen? They can say "no" and then you ask for a lesser amount, or ask them to join your team. Another way to double donations is to ask if them if their employer has a matching gift program and if so, encourage them to make their donations through work (usually set up through Human Resource Departments).

**Thank your donors/sponsors:** As soon as they make a donation is best, but it's never too late to say thank you to someone. **1 in 4 Canadians may be affected by liver disease** and can strike anyone at any age. With their help and yours, we can make a difference for the millions of Canadians living with liver disease. Refer people to the Canadian Liver Foundation website [www.liver.ca](http://www.liver.ca) so they can learn more about liver health.



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### A Few Specific Fundraising Ideas . . .

- Make a pledge yourself, it shows you are serious about supporting the event.
- Ask your boss to pledge you, it will encourage other staff to do the same.
- See if your company has a matching program.
- Keep a copy of your pledge form on your desk and ask people to support you as they walk by.
  - Keep a copy in your car for when you visit family or friends.
  - Hold small fundraising events to help raise money (i.e. bake sale, car wash, garage sale)

### Seven ways in seven days (or ‘How to raise over \$250 in a week’)

Day 1 - Sponsor yourself	\$25
Day 2 - Ask your boss to match your donation	\$25
Day 3 - Ask 3 relatives for a \$20 pledge	\$60
Day 4 - Ask 3 friends for a \$20 pledge	\$60
Day 5 - Ask 5 co-workers for a \$10 pledge	\$50
Day 6 - Ask 3 neighbors for a \$10 pledge	<u>\$30</u>
Day 7 - Celebrate – You did it!	\$250