



FUNDRAISING TIPS & IDEAS



PERSONALIZE YOUR FUNDRAISING PAGE

Your supporters want to see why RBC Race for the Kids is special to you!



BIRTHDAYS / SPECIAL OCCASIONS

Encourage friends and family to donate to your RBC Race for the Kids fundraising efforts in lieu of receiving gifts.



HOST A DINNER PARTY

Host a dinner party for friends and family and ask for a donation in return. At your dinner party, explain what you're doing and why RBC Race for the Kids is important to you.



EMAIL FRIENDS, FAMILY & COWORKERS

Collect donations from friends, family and coworkers by emailing them the link to your online fundraising page. Tax receipts automatically issued for all online donations over \$20.



SPARE CHANGE JAR

Put a jar in a communal area where people can contribute their loose change. You will be surprised by how quickly the dollars add up!



USE YOUR TALENTS AND SELL

Whether it's making bracelets or cookies, think of a hobby or interest and turn it into a product that can be sold.



SHARE A VIDEO

Share videos that talk about mental health struggles and how CHEO has helped children and youth navigate their world.

Alex's Story <https://www.youtube.com/watch?v=hEzGYI0-QnM>

Jacob's Story https://www.youtube.com/watch?v=_qo5aTZ5RzU



FUNDRAISING IN YOUR OFFICE



CORPORATE MATCHING GIFTS

Find out if your company will match the funds you raise in the RBC Race for the Kids. This could double, triple or quadruple your team's fundraising which helps more kids at CHEO.



MEET THE PRESS

Take advantage of your organization's inter-office mail or newsletter to get the word out about your participation in the RBC Race for the Kids. Change your voicemail and email signature to promote your team's fundraising efforts.



DRESS DOWN DAYS

Give employees the option to make a donation in order to dress office casual for a day. Make sure to check with your organization's HR team for Dress Code guidelines.

FUNDRAISING EVENT IDEAS

- Lemonade stand
- Garage sale
- Bowling and billiards
- Bake sale
- Bottle drive
- Car wash
- Craft sale
- Games night
- Magic show
- Comedy night
- Movie night
- Pancake breakfast
- Picnic
- Scavenger hunt
- Sporting event/challenge
- Silent auction
- Talent show
- Trivia night
- Used book sale