



Adopt  Grandparent
Fundraising Toolkit



WHY AM I FUNDRAISING?

Aging is something that is often dreaded, or even feared, but growing old is inevitable. When we get there, we hope that we will be financially secure enough to pay for any support we need. We hope we will still have friends and family around us that care and help us. We hope we will be able to age with dignity and are treated with respect and kindness. And, we hope we will be able to get any assistance and care we require.

Unfortunately, today, more and more seniors face increased financial hardship, isolation, transportation and mobility challenges, mental health concerns and even abuse. They are facing these issues with less and less family and social support. Children move away, neighbors are disconnected, and community services and seniors' supports are in jeopardy of being cut. These seniors are struggling in silence and need our help. Requests for our services grow every day and we struggle to keep pace with the demand. We urgently need to recruit, screen, train and match new volunteers to keep up with these calls for help.

Calgary Seniors, through our Volunteer Services department, is one of the only organizations that provides programs at no cost to assist less fortunate seniors who need support with day to day living and social companionship. We want the future to be better, brighter, healthier and happier for our elders. They deserve it. They earned it. That is why we do this work.

Adopt a Grandparent is the largest fundraiser for Calgary Seniors. Our programs and services for low-income and isolated seniors would not exist without the support of our generous and devoted donors.

Your donations provide the caring volunteers who help seniors with the little things that really make a big difference. Donations provide friendly volunteers to visit with them when they are lonely, give them rides to medical appointments when they have no way to get there, help them with their shopping when they are too frail to manage it all, or provide assistance with their pets when they can no longer properly care for them but can't bear the thought of surrendering their beloved companions.

I'M IN! HOW DO I START?

- Step one:** Visit <https://www.adoptagrandparent.ca/fundraise>
- Step two:** Click on 'Create a Team' or 'Join as an Individual'
- Step three:** Fill in your information. *If creating a team, you will need to complete your personal fundraising page first
- Step four:** Customize the content of your page to personalize it for you and/or your team
- Step five:** SHARE!
- Step six:** Track your donations and thank your donors
- Step seven:** Stay in contact with us and share your experiences. We will also keep you up to date on the seniors your are helping!

I'VE SIGNED UP TO FUNDRAISE, NOW WHAT?

On behalf of the less-fortunate seniors you are helping – thank you! Now it's time to spread the word and ask for support, but where should you begin?

The first few days of joining a peer-to-peer fundraising campaign are key. Make sure you hit the ground running by taking some time to review the following fundraising tips and best practices that have been shown to make a difference.

First, Get Your Fundraising Page in Tip-Top Shape

Before you start asking for donations and inviting people to join your team, evaluate your fundraising page and ensure it hits the mark for both visual and emotional appeal.

Set a SMART fundraising goal, if you haven't yet.

Establishing a goal will allow people to track your progress, and allow donors to see how much their donation helped you toward reaching your goal. If you're about to reach your goal far ahead of the deadline, you can try increasing it to inspire more people to donate.

Share your fundraising story.

Sharing your personal connection to the fundraiser helps others connect with the cause, and provides motivation for them to donate. To craft a hard-hitting page description, ask yourself why you're participating, why this cause is important to you, and what the impact of the cause is.

Make the first donation

Start your fundraiser by donating yourself! This sets the tone and creates momentum for future donations.



READY? SET? GO! IT'S TIME TO START FUNDRAISING

1. It all starts with the ask. Very likely, the people close to you will be eager to help if they know how important the cause is to you. Send a personal email, text message, social message, etc. to your friends and family. Mention your participation and personal goals at your next family gathering or in the break room at lunchtime. If they seem interested, follow-up with an email that includes the direct link to your fundraising page.
2. Email is a great way to send personalized messages to those who have personal connections to your fundraiser, or those that you think would be interested but don't use social media. For sample emails, visit <https://www.adoptagrandparent.ca/fundraise>
3. Share on social media. Sharing posts on social media is a fantastic way to bring awareness to your fundraiser. Social media can be used to share updates, photos, and both the short and long term outcomes of your fundraiser. Connect with your network by sharing your inspiring, personal stories that are related to the cause and upload lots of photos and videos before, during and after the event! For sample social media posts, visit <https://www.adoptagrandparent.ca/fundraise>
4. Hold mini-challenges for milestones. Offer fun challenges that you will complete at certain milestones, such as posting a funny throwback photo of yourself at \$500 donated, or dying your hair a fun colour at \$1,500 donated!
5. Include a link in your email signature.
6. If you use email often, include a link to your page in your email signature to effortlessly spread the word.
7. Ask for donations as a gift in lieu of. If you have a birthday or big event coming up and you're willing to forego gifts for a good cause, let your loved ones know it.
8. Share the impact of a donation with the stories and videos we provide at <https://www.adoptagrandparent.ca/fundraise>
9. Reach out to people in your extended network. Try reaching your extended network through friends, family, or co-workers. Having someone share your fundraiser with their network expands your reach to people who you may not otherwise find.
10. Do one final push. A final call for donations on the day before and the final day of the fundraising event can really help move the needle. Once your friends and family see how close you are to reaching your fundraising goal, they'll want to help you get past that finish line even if it means making a second donation.

Who can I call if I have additional questions or need help?

Contact **Joanne Toller** at **(403) 266-6200** or email jtoller@calgaryseniors.org.
She is here to help!



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