

STWM Fundraising Tips

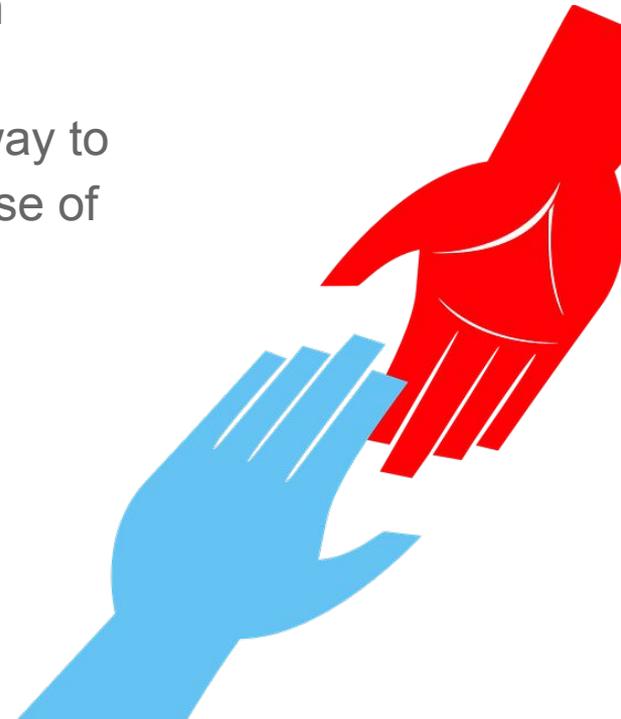
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1. Reach Out

Every participant has a circle of friends whom FLL can never reach. Only YOU can reach them. Think of your family, relatives, neighbours, friends, colleagues, former colleagues, high school/university alumni, bible sharing group members, etc. Don't forget your contacts outside of Toronto, or even Canada. They can donate online with credit card. It is an opportunity for you to evangelize and also a meaningful way to re-connect with friends whom you lost contact with because of your busy daily life!



2. Increase the size of the pie

Keep in mind that a lot of the parishioners from the Chinese parishes will be approached by multiple FLL walkers/runners. Your fundraising effort will be more effective if you reach out to those who do not know other FLL walkers/runners, such as those who do not go to Chinese parishes or non-Catholics.



3. Fundraising message template

A good fundraising message can go a long way in getting sponsors. This is the message that you can post on your fundraising page, send to your friends and/or post on social media. Be personal and creative. If you don't have time to come up with a custom letter, please use the attached [fundraising message template](#) and customize it according to your need.



4. Fundraising webpage

Your fundraising webpage is a very important fundraising tool. There are a few things that you should set up:

Set a fundraising goal

It is good to set a high fundraising goal, e.g. \$1,500. It motivates your potential sponsors to help you reach your goal.

Include a custom message

If you do not customize your message, people will not even know you are fundraising for FLL. You may use the [attached template](#) or write your own.



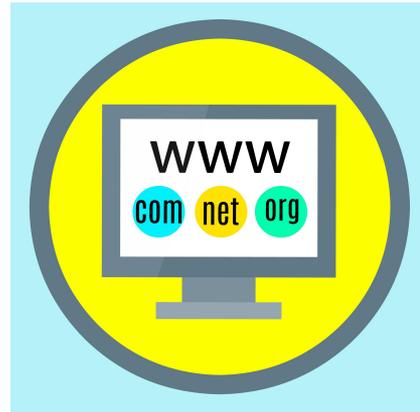
4. Fundraising Webpage (cont'd)

Include a picture

A picture says a thousand words. Post a picture of you at a previous STWM, or you wearing an FLL T-shirt, or attending an FLL event. If you are a new participant, any picture of yourself is good. It adds a personal touch to your webpage and makes your potential sponsors feel connected to you.

Add an FLL banner

You may download some FLL and walkathon logos from the Download section of walk.FLL.cc. You may add the FLL logo to your page. Include a footer in your email signature with a link to your fundraising page.



5. Email Tips

We suggest you not to use the email feature on your fundraising page. If you use that feature, the email generated will be from STWM and it may be perceived as a spam. We suggest you use your personal email to send soliciting emails instead. Remember to include the link to your fundraising page.

The logo consists of the text "em@il" in a white, lowercase, sans-serif font, centered on a solid blue rectangular background.

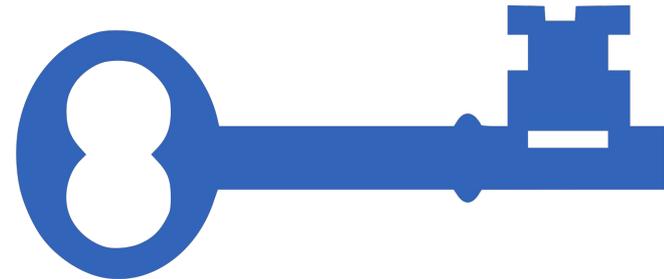
Keywords in your message

Include these 5 words in your appeal - it helps.

(A good & interesting piece to share with you

<https://www.classy.org/blog/increasing-charitable-donations-with-these-5-words/>)

1. Small
2. instantly/ immediately
3. Expert
4. You
5. Because



6. Facebook Tips

We also suggest you not to use the Facebook feature on your fundraising page as it automatically generates a default Scotiabank Toronto Waterfront Marathon Charity Challenge image and message, with no indication that you are fundraising for FLL. We suggest you post a picture on Facebook, along with the fundraising message and the link to your fundraising page. Pictures attract more attention than status updates.





Make use of Social Media sending messages to
your circle of friends

Quite a lot of apps can help to enrich your message NOW

Remember to embed the link walk.fLL.co

7. Youtube Tips

Try using a movie clip instead of showing just a pic. Try appeal in a more exciting way!! Use a DSLR camera or even your mobile phone to shoot a 45-seconds clip is easy. Upload it and write a few words as description. Enter the link and your clip will have a picture display as icon. Circulate with your friends and have fun!!



You can do it!!



Try searching for apps for making video, you may add songs, subtitles, motions, or anything you like. You can make it in android, apple or in your computer. No worries. It's an easy one - this video is made by our volunteer - Maisie Ng. Enjoy !

8. Hardcopy Pledge Forms

You may download the pledge form from the Download section on walk.FLL.cc. We have also attached a copy [here](#) for your convenience.



9. Forming Teams

Team is powerful. You may group together with your friends or colleagues to fundraise and walk as a team. Let's have fun and make it like a homecoming gathering. The top fundraising team will get a prize. For assistance with setting up teams, email walk@FLL.cc.



10. Invite Friends to Join Us

Besides fundraising, you may also invite your friends or social circle to join our team and help raise funds for FLL! The larger our team, the stronger we are! If you have any questions or suggestions, please email us at walk@FLL.cc. We are here to help!

FLL made one and try circulate one like this:
Brief description with link



Sample Messages for inviting friends (Feel free to pick one!)

1. Exciting news! “Walk with God” is entering its 9th year! Come and join FLL to celebrate one of our greatest events of the year! Please click **walk.fll.cc** for registration details.
2. FLL is organizing its annual “Walk with God” on Oct 21. There are plenty of prizes waiting for you! Please join us for a fun and meaningful day! Please click **walk.fll.cc** for registration details.
3. We look forward to your participation in our annual “Walk with God” on Oct 21. Registration is open now. Please visit our website walk.FLL.cc for details. Any questions, just call us at 905-707-7800 or email us walk@fll.cc. We are here to help! Looking forward to your support!
4. Your continued support of our work at Fountain of Love and Life is greatly appreciated! Please come and join us at our annual “Walk with God” on Oct 21. Don’t miss this wonderful opportunity to come out with your family and friends to enjoy Toronto’s beautiful Waterfront! In the meantime, you will be raising funds to support your favourite charity 《生命恩泉》! Please click **walk.fll.cc** for registration details.
5. “Walk with God” is an annual event organized by Fountain of Love and Life (FLL). This year, the walk will take place on Sunday, Oct 21 along the beautiful Toronto Waterfront! Bring your whole family and friends to join us at this exciting event! Please click **walk.fll.cc** for registration details.
6. Walk hand-in-hand with God! Come and support Fountain of Love and Life (FLL) at our annual “Walk with God” event on Oct 21. Registration is now open. Please click **walk.fll.cc** for registration details. Don’t hesitate to contact us if you need help in registration! Just call us at 905-707-7800 or email us walk@fll.cc.

11. Cheerleaders



Cheersleaders - a new partnership system has been established in STWM 2017. They are FLL supporters who are unable to join but support us in another way. They help FLL achieve its fundraising goal by inviting their circle of friends to sponsor any of their friends (or teams) participating in WALK WITH GOD! Consider pairing up a cheerleader (you may invite someone you know well!!) to ask for donations. Multiply your effort with this partnership!! Make use of Whatsapp, email or any social media to spread out this invitation of donation or participation. Click & send, my friend !!
Cheers!!



Last but not least

“PUT ONESELF INTO SOMEONE SHOES.”

Try to help your donor to spread
the Good News if you can.

Have fun and enjoy this walkathon

Wish you success in fundraising!!

Try using the above tips and
share your thoughts!