

# Your Fundraising Toolkit





# Thank you for taking action to cure asthma!

Your support means the world to us, and to the nearly four million Canadians currently living with asthma. When you take action by fundraising, you're helping improve the lives of children, adults, families, caregivers, and all Canadians affected by asthma. Thank you for your commitment to creating a future without asthma!

By choosing to host your own event and fundraise for Asthma Canada, you're helping ensure that all Canadians with asthma get the support they need to manage their asthma today, while helping unlock a cure for asthma tomorrow. Thank you!

No matter what type of fundraising event you're planning, this toolkit has everything you need to take your idea from the earliest planning stages to a completed, successful event.

Have questions? We're here to help!



[fundraising@asthma.ca](mailto:fundraising@asthma.ca)



1-866-787-4050 (ext. 109)



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# About Asthma Canada

Founded in 1973, Asthma Canada was born out of the belief that all Canadians with asthma can live healthy, active and symptom-free lives. As the only national charity solely devoted to improving the lives of Canadians with asthma and respiratory allergies, Asthma Canada serves as the national voice for all Canadians affected by this chronic disease.

We empower patients through evidence-based information and educational programs, support asthma research in Canada, and bring the patient voice to the forefront of healthcare dialogue through advocacy initiatives. Our vision is a future without asthma.

Our mission is to help Canadians with asthma lead healthy lives through education, advocacy and research.

Your fundraising efforts and generosity empower us to serve the Canadian asthma community. We are so grateful to have you as part of the Asthma Canada family. Thank you for helping to make our mission possible!

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## How Asthma Canada can support your event

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We can help:

- Create online fundraising pages
- Promote your event on social media
- Provide you with promotional materials such as posters and educational booklets
- Permit the use of the Asthma Canada logo
- Provide you with fundraising resources including donation forms, letters of endorsement, thank you letters etc.
- Issue tax receipts to your supporters for their donations



### Tip:

Getting sponsors for your event from local businesses can help you keep costs down and maximize your impact. It's also great promotion for the local business and highlights their generosity, so it's a win-win!



# Get Inspired

Great ideas yield great results!



## You can get creative

- Bake Sale
- Music Night
- Talent Show
- Craft Show
- Magic Show
- Treasure Hunt
- Fashion Show
- Costume Party



## You can get active

- Marathon
- Walk
- Triathlon
- Fitness Challenge
- Golf Tournament
- Weight Lifting
- Sports Events
- Climbing Challenge
- Workout Class



## You can get together

- BBQs
- Birthdays
- Game Night
- Concert
- Gala
- Festival
- Video Gaming
- Karaoke Night
- Party
- Tea party
- Fair
- Celebration
- Auction
- Movie Night
- Trivia Night

## Tip:

Send out a save-the-date to your supporters in advance of your event.

## You can go old school

- Lemonade Stand
- Car Wash
- Garage Sale



Have a great idea that we missed? Let us know!

# Getting Started

## Planning your event



### Brainstorm

Decide what type of event you want to hold. The possibilities are truly endless, so feel free to be creative!



### Create a plan

Establish your goals and draft a timeline. Decide on things like venue, food, budget, how you will get volunteers, fundraise etc.



### Register your event

Download our event registration form, fill it out and submit it to us for approval.



### Set up Online Fundraising

Visit our website ([asthma.ca](http://asthma.ca)) to set up and personalize your online fundraising page. This lets you collect donations online with ease!



### Promote your event

Spread the word about your event! Use your networks to raise awareness and get your friends, family and community involved!



### Stay organized

When you launch your event, make sure to follow your plan to ensure a successful outcome.



### Wrap-up

Once your event is over, please make sure that you send us your donations and the contact information of your donors, so that we can issue them tax receipts.

Creating a plan for your event is key to making it a success. Here are some things to keep in mind when planning:

- Date/Time
- Volunteers
- Venue
- Food/Drink
- Entertainment
- Licenses
- Insurance
- Participants
- Promotion
- Fundraising
- Sponsors

It's also important to think about how you want to fundraise. There are many ways that you can fundraise and others that you should avoid.

#### Do(s) -

- Online giving page
- Auctions
- Pledge-based activities
- Community Fundraiser

#### Don't(s) -

- Door-to-door fundraising
- Events promoting tobacco or alcohol
- Telemarketing
- Political events/or endorsing political activities
- Events that involve a professional fundraiser
- Include gaming activities without a provincial gaming license



#### Tip:

Ask your employer if they will match the amount you fundraise. This is a great way to double your donation!

# Fundraising Online

## Host Your Own Fundraiser

Supporting Asthma Canada



Recent Supporters

Top Fundraisers

Thank you for your support!  
0 supporters

Create my own fundraising page!

### Take Action - Join the fight against asthma!

When you fundraise to help Canadians with asthma, you take a stand against a chronic disease that affects the lives of nearly 4 million Canadians.

You help everyone with asthma get the education and support they need to manage their disease and stop asthma attacks from claiming lives: you empower us to advocate for change on key issues like clean air and energy and access to medications; and you take us one step closer to a cure for asthma.

Thank you for taking action against asthma and inspiring others to get involved!

## Taking your event online

Creating your own online donation page is a fantastic way to boost your fundraising efforts and reach your goal.

By creating a personalized fundraising page, you can securely collect donations online and easily share your story and page with your supporters.

To sign up and create your own online fundraising page please visit [asthma.ca/donate/host-your-own-fundraiser](https://asthma.ca/donate/host-your-own-fundraiser).

If you have any questions or would like help setting up your page, we're happy to help! Just call 1-866-787-4050 or email: [fundraising@asthma.ca](mailto:fundraising@asthma.ca)

## Setting up your page

Telling your story and personalizing your online donation page is one of the best ways to make your fundraiser a success. Here are some tips to help your page be as effective as possible.

- 1. Set a goal** - Your fundraising target should be attainable and will encourage your supporters to donate more to help you achieve your goal.
- 2. Add your story** - Sharing your story is a great way to inspire others to get involved or donate. Tell your supporters why asthma is important to you and what inspired you to fundraise for Asthma Canada.
- 3. Add a picture** - By simply adding a picture to your page, you add a personal touch that could help boost your donations.

- 4. Update frequently** - Providing your supporters with updates on your event or progress is a great way to keep them engaged. Fundraisers with five updates can raise 15 times more than those with only one!

- 5. Share your page** - Use the link from your page (URL) and share it with your friends and family through social media and email. Encourage your supporters to share it as well to maximize your reach.

- 6. Say thank you** - Make sure to thank your supporters for their generosity. Thanking them on social media is a great way to express appreciation, while also raising awareness for your fundraiser.



### Tip:



You can also use your Facebook account to set up a Facebook fundraiser. They are great for birthdays!

# Promoting your event!

## Get Connected

Reach out to your family and friends and other members of your network like coworkers, classmates or neighbours. Word of mouth is still one of the most effective ways to promote your fundraiser.

## Get Noticed

Informing your local media about your event can increase awareness about your fundraiser and help make your event a success.

If you want to reach out to your local media we can help! Get in touch with us to request our media relations guide.





## Get Sponsors

Securing sponsors can help cover costs, while also recognizing and promoting the generosity of local businesses.

If you want to get sponsors for your event, we can provide you with a letter of support. Please contact us to request sponsorship resources.

## Get Social

Use your social media channels to promote your event and inspire your followers.

-  Post a link to your online fundraising page and create an events page for your fundraiser.
-  Tweet links to your online fundraising page and provide updates on your event.
-  Take photos of your event on the big day and share! And don't forget about Instagram stories.
-  Video is a great way to capture your event and share your success! It also lets your viewers feel a part of your event.

## Get In Touch

We can help you amplify your impact! Contact us, so that we can promote your event on our social media channels!

## Connect with Asthma Canada

- Facebook @Asthma Canada
- Instagram @asthma\_canada
- Twitter @Asthma Canada

1-866-787-4050  
fundraising@asthma.ca  
www.asthma.ca





## Tip:

Encourage attendees to donate online through your fundraising page for instant tax receipts.

# Tips for Event Day

1. Coordinate with your volunteers to make sure everyone knows what to do.
2. Take lots of pictures to share with your supporters and with Asthma Canada.
3. When collecting donations, make sure to have donors fill out donation forms so that we can issue them tax receipts.
4. Put one person in charge of handling donations.
5. Have fun and breathe easy!



# Post Event

1. Thank your event attendees, donors, volunteers and sponsors by sending them a thank you card or email.
2. Let us know how your event went! You can also send us photos that we can share on our social media.
3. Within 30 days of your event, please send the donation forms with donor information and the donations to Asthma Canada so we can issue tax receipts.
4. Please ensure that you do not retain any private donor information. Send all records to Asthma Canada.



# Sending in your donations!

Thank you for fundraising to help Canadians with asthma! Here's how to send Asthma Canada the money you have worked so hard to raise!

We request that you send in any offline donations that you've collected within 30 days of your event.

\*Please do not send cash donations. For cash donations, you can either send a cheque for the total cash donation amount or make the donation online by credit card to your online fundraiser.

Method of Payment	What to do
Cheque donations	<p>Send it to us at:</p> <p><b>Asthma Canada</b>  <b>401-124 Merton Street</b>  <b>Toronto, ON,</b>  <b>M4S 2Z2</b></p> <p>*Please add a note with the cheque explaining it's from your event and if possible send us an email to let us know it's on its way!</p>
Online donations collected through your fundraising page	You can breathe easy because the donations come directly to us and are receipted immediately!
Offline donations by phone	<p>You can give us a call to donate your event proceeds by credit card. Please make sure to let us know it is an event donation and not a personal donation.</p> <p><b>Call: 1-866-787-4050 (ext. 109)</b></p>
Matching funds from your company/employer	<p>Please contact us to arrange the donation:</p> <p><b>Phone: 1-866-787-4050 (ext. 109)</b>  <b>Email: fundraising@asthma.ca</b></p>



## Tax Receipting

Asthma Canada is a registered charity and can issue charitable tax receipts for eligible donations in accordance with Canadian Revenue Agency guidelines. Please keep the following in mind:

- You must provide us with a list of name and addresses (including postal codes) of the individuals who gave the donation to receive charitable tax receipts. Please also include the donation amount.
- For offline donations of \$10 or more, tax receipts will be issued to eligible donors after the event. Donations of less than \$10 will not be receipted unless specifically requested.
- Donations made online through your fundraising page will be automatically receipted.

# Thank you!



By taking action against asthma, you're helping ensure that every Canadian with asthma gets the education and support they need to live healthy and active lives.

You also help make it possible for us to advocate on key issues important to our community and support innovative research for better treatments and a cure for asthma.

On behalf of everyone at Asthma Canada and the community we serve, thank you for your support and good luck with your fundraising event!



**Asthma Canada**  
**401-124 Merton Street**  
**Toronto, ON**  
**M4S 2Z2**

Charitable Registration Number:  
89853-7048-RR0001

## Questions?

If you have any questions or need additional information, please contact us at:

1-866-787-4050 (ext.109)  
fundraising@asthma.ca