



Capes for Kids Fundraising Guide

From March 5-11, 2018 hundreds of people will join together and unleash their inner superhero by putting on a cape and raising money to help kids move, speak, play and lead at Holland Bloorview Kids Rehabilitation Hospital. Let's get you off to a strong start.

1. **Keep It Simple** Make it simple and easy to donate.
2. **Keep It Fun** Focus on bringing friends together for a good time and a good cause.
3. **Share Your Story** Tell everyone why you are supporting Holland Bloorview. People give to people.



CAPES
for kids

Holland Bloorview | Kids Rehabilitation Hospital

Getting Started

Start now. You've already taken the first step by registering! The sooner you start promoting the more people you can attract, and the more funds you will be able to raise.

Set up your donation page Be sure to tell your visitors why you are participating, and include pictures, perhaps of you modeling your cape! The more you share about why you are passionate about Holland Bloorview, the more inspired people will be to donate.

Fundraiser feedback: “But I don’t how to do that. How do I edit my page?” No problem! Log in to your fundraising page. See where it says “Personal Message” and then “Edit message”? Click “edit message” and away you go.

Set a fundraising goal that is ambitious, but achievable. And don't be afraid to increase your goal if you hit it early on!

Make the first donation to start the ball rolling and show your commitment. Make the donation you hope people will make to you – for some folks this will be \$20, for others it will be \$200 or even more. Donations over \$10 will receive a tax receipt.

Email your contacts to let them know you are fundraising and invite them to get involved! People don't give to causes; they give to people with causes. Tell your friends, family and colleagues why you're supporting Holland Bloorview, and why Capes for Kids is important to you.

Fundraiser feedback: “But I don’t know what to write...”

We've got you covered with sample emails. Log in to your fundraising page and click “Ask for Donations.” Please personalize the email to make it sound like you...and send away. The system will track the emails you send. It makes sending thank you notes easy.

Here are some topics you can write about:

- What is your connection to Holland Bloorview?
- What impact has Holland Bloorview had on your life?
- What do you want people to know about childhood disability that they may not already know?

Finding Supporters

Share it on social media! Use social media to keep people updated on your progress and invite them to support you by donating and sharing your page.

Fundraiser feedback: “What do I say, though?”

Say what’s in your heart. Share why you are choosing to support Holland Bloorview by wearing a cape with Capes for Kids. It can be as simple as this: “I support kids with disabilities through Capes for Kids. Will you support me?” and link to your fundraising page. Done and done.

Look for opportunities to tell people that you are fundraising. Are there businesses you frequent (such as your gym, bakery, hairdresser and coffee shop) that may support you? Do you have access to clubs, schools or social groups?

Ask at work. Can you send out a company-wide email to tell everyone that you are fundraising for Holland Bloorview’s Capes for Kids? Include links to your donation page, and let your colleagues know you may even be wearing a cape to work from March 6-12! Or make an announcement at your next staff meeting. Ask your boss for a company contribution and talk to HR to see if your company has a corporate matching gift program.

Show your thanks! Remember to thank each supporter when they make a gift. Did you reach your goal? Let your supporters know they made this possible and thank them for helping you succeed.

Need help? We’re here.

Contact the Foundation team for tips, support, questions and suggestions.

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