



## 2020 FUNDRAISING TOOLKIT

**Holland Bloorview**  
Kids Rehabilitation Hospital

**CAPES**  
for kids

## GENERAL TIPS

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### Keep it simple!

Tell people you are fundraising for kids at Holland Bloorview and if you reach your goal you'll wear a cape wherever you go for an entire week. Spread the word by email, on social media, at work, or even at line in the store!

### Tell people why.

Kids with disabilities work hard at Holland Bloorview, and so do the hundreds of clinicians, therapists and artists who help them reach their full potential. Share your story: let people know who you are and why you are fundraising for Capes for Kids

### Have some fun!

What is more fun than wearing a cape and striking your best superhero pose? Once you've reached your goal, wear your cape everywhere—and don't forget to snap some awesome pics while you are at it. Raising money shouldn't be stressful: you are doing an incredible, generous thing and it's your job to enjoy every step of the way!

## **MORE USEFUL TIPS**

### **Ask the right people for donations!**

You know your network best. If you want to make the most of your time and efforts, reach out to people who are likely to contribute to your cause.

### **Ask early and ask often**

Don't forget to share your fundraising page on all your social media platforms such as Facebook, Instagram, Twitter, LinkedIn and even by email. Feel free to post updates as you inch closer to your goal.

### **Be the first to donate**

Even a small \$10 donation to your fundraising page shows donors you are invested in the cause. Most people are intimidated or too shy to be the first person to donate because they don't know the "right amount" to contribute. Change starts with you!

### **Set a goal**

Set a reasonable goal for yourself or your team. This can be changed at any time, so start with a fundraising goal that feels achievable and then raise it once you've reached your goal.

### **Thank your donors**

A simple thank you message can go a long way. Once a donor has donated to your page don't forget to send them a quick thank you message via text, email or over the phone. Acknowledging their donation is appreciated and will truly make a difference.

### **Tie your fundraiser into an event**

Tying your fundraiser into an event helps anchor it and provides context. By no means does this have to be a big event. You can even do something small, like getting your community together to talk about Capes and its importance to you.

## START FUNDRAISING

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CAVES  
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Make **Capes for Kids** your own!

Host your own mini events or come up with your own creative ideas to raise some money while having fun.

Need ideas?

Try one of these...





# FUNDRAISING IDEAS

**Donations in lieu of gifts:** Throw a birthday party, holiday party, or special event and ask guests to make a donation to Capes for Kids in lieu of gifts. You can ask for cash donations or include the link to your Capes fundraising page on the invite.

**Donation Match Drive:** Why not launch your own matching donation campaign? Let donors know you'll match their donation for an hour/day/week, or whatever you feel comfortable with. You could also partner with a local business that may be willing to match all donations on a particular day. Don't forget to use all your social media platforms. Share your Capes for Kids fundraising page and post reminders leading up to your matching day!

**Game Night:** Make it a poker night or board game night. If playing poker, let everyone know that part (or all) of the winnings will be donated! Is poker not your thing? Pull out your game boards or chess, and charge a small admission fee to take part in Game Night. Make it your own and have fun.

**Gift Wrapping Services:** Do you have a secret gift wrapping talent? Offer up your creative talents! You can help your frenzied friends, neighbours and co-workers out, while getting donations! This is a great idea to also get the whole family involved: kids can help with tying bows and making gift tags.

**“Give it up” Fundraiser:** A “Give it up” fundraiser is a free fundraiser that can be between you and your close friends, partner, family members or co-workers. You and your friends agree to give up an indulgence for a certain amount of time and put that money towards Capes for Kids! For example, cut back on your daily coffee run or buying lunch. Set up a jar on your desk or at home and put that money in there instead. You'll be surprised how much you can raise!

**Host a chili cook off:** Inspire your community to come together and enjoy a great meal! It's so simple! Recruit the best chefs you know and ask them to cook a pot of their delicious chili. Set a date and time and have your supporters taste test each one. Donation jars can be set up in front of each pot so supporters can vote (by donating) with their dollars on which chili is the best. The winner with the most money in their jar wins!

# FUNDRAISING IDEAS

**Bake Sale:** This idea never gets old! You can host a bake sale amongst your family and friends at your house. Why not host a bake sale at your office? Don't forget to promote your bake sale well in advance. Make some fun posters to put up in the neighborhood, email friends, family and co-workers. Set up a table in a well-trafficked area to attract more customers. Who can resist a good cause and a delicious cookie?

**“Best Seat in the House” Fundraiser:** This is a great fundraiser for businesses and offices! Hosting this fundraiser is super easy: all you have to do is host a traditional raffle. With the CEO, President, or VP's permission, you can raffle out their sweet parking spot or corner office (with a window). Whoever bids the highest has to trade desks or parking spots with their boss for the week. It's a great way to have some office fun, raise money for an amazing cause, and snag the parking spot closest to the building!

**Movie Night:** Invite all your friends and family to your house for a movie night! Sell admission tickets to the event and accept donation for snacks. It's a great way to spend some quality time with your friends, watch a classic movie and raise money for Capes for Kids.

**Mystery Envelope:** Ask local shops and eateries to donate vouchers, coupons or gift cards. Place them in envelopes and sell the envelopes for a monetary value in your community or office. It's important that the value of the in-kind gifts you receive is higher than the price of the envelope.

**Sports Tournament:** You can raise money by charging an entry fee per team or participant. Think about prizes you can give to the winner. You can host the tournament at an outdoor park, or in the colder months, check out your local community center to book gym space. Tie up your laces and get ready to raise money for Capes for Kids!

**Matched Giving:** Ask your place of employment if the company has a matching giving policy! Matched giving is an easy and effective way for employers to support fundraising efforts in the workplace and in their community. The company would match the amount of money you and your coworkers' fundraiser, doubling your total!

## SOCIAL MEDIA TIPS

**Get creative and make it personal!** Tell your friends and family why you're fundraising for Holland Bloorview, and why Capes for Kids is important to you. You'll be amazed and motivated by the superheroes in your life that will support you.

**Announce and celebrate** when you reach milestones and fundraising goals. Make sure to include #CapesForKids and tag Holland Bloorview in all your posts!

- ❑ On Twitter you can find us at @HBKidsHospital
- ❑ On Instagram we are @HollandBloorview
- ❑ On Facebook @HBKRH

**All your social media posts should include a link** to your personal fundraising page so your network can easily support your Capes for Kids fundraising efforts.

**Thank people** who have donated by posting a thank you and tagging them.

## SOCIAL MEDIA TIPS

### Switch your photo:

Use our super fun campaign cover photos to help your Capes for Kids fundraising efforts! To download these awesome cover photos visit our website [here](#).

### Facebook:

Spread the word on social media and inspire your friends to support you!

Sample post:

- ❑ I'm joining forces with the heroes of Holland Bloorview Kids Rehabilitation Hospital! From March 2-8 I'll be raising money by wearing a cape everywhere I go. Be a superhero and donate (any amount is much appreciated) – or join my team! *Add your page link here*

### Instagram & Twitter:

Instagram and Twitter are both great platforms to showcase your #CapesForKids journey and to encourage your friends to join forces with you. Share photos of you in your cape grabbing brunch, in a work meeting, or riding transit!



# WEAR YOUR CAPE

## Where should I wear my cape during Capes for Kids week?

- Morning coffee run
- Walking the dog
- Commuting to work on the subway, bus or train.
- Business meeting
- Business presentation
- Grabbing lunch with colleagues
- Skating
- The mall
- Dinner with the family
- Parent teacher interviews
- A concert
- To the movies with friends
- Museum
- Sporting events
- Picking you kid up from school
- On a date!



Don't forget to snap some awesome pics of you wearing your cape and striking your best superhero pose. Post pics on social media using the hashtag #CapesforKids

## **CONTACT US**

**Holland Bloorview**  
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**On behalf of the Capes for Kids team we thank you in advance for all your fundraising efforts.**

**Your support and efforts are extremely important and we couldn't do what we do without you!**

**Do you need support? We're here for you!**

Email: [capeforkids@hollandbloorview.ca](mailto:capeforkids@hollandbloorview.ca)

Phone: 416 424 3850

