

**The No. 1 reason why people donate is a simple one:**  
*because someone asked them to.*

**Fundraising's golden rule is equally as simple:**  
*you raise money when you ask for it.*

**So get the word out!**

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### **ASK personally**

Share your own story, not just statistics. Connect with your donors through your personal relationship with them.

### **ASK everyone**

Think beyond family and friends – how about your neighbours, coworkers, doctor, barista, grocery store clerk – anyone you regularly contact.

### **ASK big**

If you ask someone for \$100, you might get \$100, or perhaps you'll get \$75 or \$50. Whatever the case, it never hurts to set the bar higher.

### **ASK confidently**

You are not asking for money for yourself; you are asking for funds to help find a cure for arthritis so millions of Canadians can face a future without chronic pain.

## **ASK IN 5 EASY STEPS**

- 1** Identify the issue you are trying to address. *Example: There are 6 million Canadians living with arthritis.*
- 2** Relay why it is important to you. *Example: My wife has arthritis. Every day, I watch her struggle with this devastating disease.*
- 3** Share what you are doing about it. *Example: I registered for the Walk for Arthritis and am raising funds to help find a cure for arthritis.*
- 4** Ask your donor to take a specific action. *Example: Will you make a \$50 donation in support of my wife and the 6 million Canadians living with arthritis?*
- 5** Just wait and let your donor respond.

1

**Bottle Drive**

Gather your bottles and cans and make your way to your local Beer Store for a refund on your empties.



2

**Yard sale**

Have a yard sale — because your trash is someone else’s treasure. Not feeling the in-person yard sale? No worries. Post your “treasures” on Kijiji or Craigslist. Can you say “cash and carry”?



3

**Cover charge**

Approach local establishments like bars, clubs, and event venues. Lots of businesses will host special events and donate a \$5 or \$10 cover charge per person to a registered charity.



4

**Bake sale**

Betty Crocker, Jamie Oliver, we’re talking to you. Whip up something delicious and sell your baked goods to your friends, family, neighbours, anyone with an appetite for something yummy.



5

**Car wash**

Lather, rinse, and repeat. Host a car wash and clean the grit and grime off those tires. Turn the phrase “dirt poor” into dirt rich!



6

**Lemonade stand**

Turn lemons into lemonade. Brew up a batch of the best lemonade on your block. You’re enterprising for charity.



7

**Pancake breakfast**

Who doesn’t like breakfast? Host a pancake party and charge by the plate.



8

**Playstation playoff**

Do you like to play video games? Invite a few friends over and charge an entry fee for an epic Nintendo, Xbox, or Playstation showdown.



9

**Ice cream sundae party**

Ben & Jerry never saw you coming. Gather the sprinkles, ice cream, assorted sauces, and charge your friends to create an ice cream masterpiece.



10

**Dress down day at the office or school**

Negotiate with your principal or management to host a “dress down day” at your school or office. Charge a \$2 or \$5 fee to dress down for the day. Enjoy the comfort of casual clothing at the office.

