

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!

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.

