

## Additional Tips for Funding Your PHE Chapter

Thank you for activating your PHE chapter at your university.

The following are some fundraising tips and thoughts to help support your engagement and fundraising efforts for the sustainability of your PHE Chapter.

### **Making the Ask**

Asking someone you know for a donation is the most effective way to raise funds ... but asking someone for money is also one of the most difficult for most people. Getting comfortable with the ask comes with time. So, we suggest starting with those you know and are most comfortable with, such as family and friends. From there, you can branch out to colleagues, neighbours, and even general acquaintances at socials/events.

*The only way to get the answer, is to ask the question.*

Funny enough, research shows that the most common reason a person makes a donation is because they were asked. People are more likely to remember how they were asked than the name of the organization for which they gave. So, the ask is important.

While in-person has proven most effective, phone calls, direct messages on social media, emails, and letters are also common approaches to making the ask.

### **Say Thank You**

While the most critical step is making the ask, equally as important is the 'thank you'. If the person you are asking gives, be sure to genuinely thank them for their generosity and their support. If the person you are asking is not able to give, make sure you thank them for their time and their consideration... and that you look forward to chatting again in the future. Whether a prospective donor gives or doesn't, fundraising is about building relationships – and a 'thank you' goes a long way in continuing to build that relationship.

## **Know your Donor(s)**

The most successful fundraisers know their donors and understand their circumstances. This enables you to customize your messaging and donation request to appeal to their interests and motivations. This includes what amount for the ask is most appropriate, what area of impact may resonate most, when is a good time to ask, etc.

## **Make it Personal – Share your Story**

It's all about storytelling. Gift giving involves communicating a shared vision and passion to donors in the community, who in turn will contribute to the cause of creating a healthier generation!

Make the funder FEEL! Giving is Emotional!

Build the narrative using a personal story - *Opening > Build Up > Problem > Solution > Result/Impact*

This narrative is most easily achieved and felt through personal stories. So, make the donation request your own – why are you raising money, why is this important to you, your student association and/or your university?

## **Listen**

Donors need to feel important and valued. Make them part of the process by listening to their stories and their advice. Not only does this allow your donor to feel valued and able to be heard, but can help frame your story, inform the ask, and help further build your relationship with the prospective donor.

## **Set a Goal/Target for Yourself**

Setting goals helps guide and focus your actions, and helps you sustain momentum and motivation. Set a goal for yourself for the day, week, month, or year. The goal doesn't have to be money raised (though that is a good one), it can be the number of prospective donors you speak to, the number of referrals, the number of messages shared out, or simply the creation of an action plan. Using the [SMART](#) approach to goal setting, get your fundraising effort off and running.

## **Get Creative**

We are only limited by our own imaginations. While we have provided tips and ideas on how you can engage prospective donors, there are so many more possibilities in how you fundraise, who you approach, the events you hold, how funds are raised, the stories you tell, etc. Creativity keeps funders and donors engaged, and can identify success stories for others.



### **Don't be Afraid to Ask for Help**

Always know that you are not alone in this effort. Whether it be sculpting a message, designing a postcard, setting up a campaign page, or other – PHE Canada is here to support you in your fundraising efforts. If you need additional help organizing an event or campaign, please email [ryanfahey@phecanada.ca](mailto:ryanfahey@phecanada.ca).

### **Final Pro Tip**

Don't go alone. Bring additional students along with you as you build your chapter and create impact at your university. Connect, collaborate, record milestones, and share success stories proudly. We are all working towards the same goal of creating a future wherein all children and youth and Canada are living healthy, physically active lives through your work as an emerging professional.

