

Fundraising tips and tricks

Fundraising is about people giving to other people. Who are the people in your life that know the type of person you are and how much this experience would mean to you? Always start your conversation, your email, your [Gofundme.com](https://www.gofundme.com) page (see below), or your Facebook post with why YOU are want to be a part of ViaYOUTH 2019 and what you hope to gain from the experience.

You could even hop on the environmentally friendlier Christmas trend; instead of a physical manufactured gift, you can ask family and friends to help you kick off the new year with a positive and powerful gift of a personal growth "experience".



Third Party Events

Third party fundraising events are a great way to raise funds towards your registration fee. Examples of third party events include bake sales, concerts, and walk/runs. We love these events- they're a great way of spreading the word, having fun, and raising money!

Ideas for third party fundraising events – the sky is the limit!

- **Starbucks or Tim Horton's swap:** convince your friends and family to give up their coffee fix for a day, week, etc and donate what they would have spent on coffee to ViaYOUTH
- **Craft or Bake sale** (It's not original, but you could do it together with a bunch of friends)
- **The "ultimate challenge"** – propose to do something wild and crazy if you reach a certain pledge amount. You could shave your head, run a 5K race, or skip rope for 10 hours straight. Use your creative juices, but keep it safe, and legal!
- **Run an event** – a fundraising concert, a yoga marathon, a dance-a-thon, a study buddy party, Fun-run (include a silly theme) or comedy night fundraiser.
- It's winter so maybe promise to shovel some driveways or walkways all February?
- **Organise a "Sports Day" or Game** with donation or registration fee - get your friends out for a game of soccer, hike and take in the beautiful fall scenery, or any other way of getting active with your friends and family while raising money for your ACTIVATE registration fee.
- **Do you have a special talent?** Maybe you are a trainer, coach, artist...you can offer to teach others for a registration fee or Organise your own fundraising auction. Why not auction off your talents for the day.
- **Bingo!** Organise a bingo event – devise your own calls for the numbers. Charge a fee per game.
- **Guess the number of ...**(balloons in a car, sweets in a jar)
Have a lot of fun challenging your friends to guess the quantity in the jar or car.
- **Karaoke night.** Impress your friends with your singing ability – try out your favourite tunes. Pay per tune.

Please note we also cannot issue you a tax receipt for any fundraising used for your registration fee for ViaYOUTH.

When you are ready (ideally before December 8th, 2018) you can do a secure online payment here:
<https://zohosecurepay.com/checkout/gs11b3p-7io992r5wqpxy/ViaYOUTH-Summit>

If you have a partner or sponsor, they may want to receive an invoice - just let us know and we can send them one.

Let us know on Social Media (Instagram, [Facebook](#) and Twitter) what you're up to. Let's share the good ideas!

GoFundMe:

Another tool that you might find helpful is an on-line fundraising tool called **GoFundMe**. Using this tool, you can create a personal fundraising profile in less than 10 minutes! And it's FREE to create a profile.

THE FINE PRINT:

- GoFundMe keeps 7.9% + \$0.30 from each donation made; therefore, you should set your fundraising goal to \$650.
- You must be 18 years or older to create an account.
- If you are under 18 years old, ask a parent or guardian to create a page in support of your ViaYOUTH opportunity.
- Please review the safety and security information here: <http://www.gofundme.com/safety>

To create your profile and start fundraising now, cut and paste this link into your browser:

<https://funds.gofundme.com/dashboard/create>

INFORMATION/STEPS TO USING THE GoFundMe PLATFORM:

1. Follow the prompts you see on the screen – some of which will include:
 - a. Filling in your personal information and creating a password.
 - b. Set your fundraising goal (Max of \$650)
 - c. Adding a title to your campaign (Example: "Send me to ACTIVATE")
 - d. Choosing a colour for your campaign (We recommend you use **Green** which represent ViaYOUTH)
 - e. Adding a personal message which will tell people what ViaYOUTH is all about and WHY it's an important opportunity for you to attend. Scroll down to the end of this document to see a template message (and additional info) you can use. Feel free to tweak this message to make it more personal.

TIP: Be yourself and be creative! Your personal page is yours to express yourself. Some additional ideas might include adding photos, ideas about what you hope to do after ViaYOUTH, and/or a home-made video of why you want to attend Motivate Canada's ViaYOUTH 2019 National Youth Leadership SUMMIT.

SHARING YOUR PAGE: The system will provide you with a link you can share with family and friends via email or by posting it to your Facebook page or Twitter feed. As you go through each step (clicking NEXT) the system also provides you with the option of creating a custom link. Both links will continue to work.

PRIVACY, EDITING OR CHANGING PROFILE SETTINGS:

At anytime you can sign-in to your account and using the menu bar at the top of the page, you can choose to SHARE (provides a variety of sharing methods) and EDIT your profile. When you click EDIT, you will see a variety of options to the left which allow you to set your privacy level under CAMPAIGN SETTINGS and you can even print a poster!

PERSONAL MESSAGE FOR PROFILE PAGE - TEMPLATE:

Thanks for visiting my personal page!

From January 20-22nd I hope to attend ViaYOUTH2019 - Motivate Canada's National Youth Leadership Forum taking place in Gatineau QC. I have already been selected as one of forty youth from across Canada. Through this experience I will become an expert in Youth Driven Development – I will gain comprehensive leadership training and learn how to better engage and directly improve the lives of other youth in my community.

I can't wait to start my ViaYOUTH experience but I need your help to get there! I will join a national youth-driven movement of over 800 youth leaders across Canada who are contributing positively to their world, teaching other young people to engage in their own personal development, to lead healthier lives and be more physically active.

Please help me reach my \$650 fundraising goal – all proceeds raised will go directly towards my participation fee for the forum.

Thank you for believing in my potential, and thank you for your support. I won't let you down!

<<INSERT YOUR NAME>>

For more information on Motivate Canada and ViaYOUTH please visit: www.motivatecanada.ca