



Team Asthma Participant

Fundraising Manual



Asthma doesn't have to slow you down! As a member of Team Asthma, you have made a personal commitment to raise awareness about asthma and show that living with asthma doesn't have to stop you from leading healthy, active lives or from achieving your goals. Team Asthma members participate in a variety of activities ranging from simple walks to skiing, yoga, cycling and running.

Raising money as well as awareness - Team Asthma members also play an important role is raising money to help us provide education, support and research programs for a disease which affects over 3 million Canadians. The Asthma Society of Canada registers with several marathons and races in cities across Canada where Team Asthma participants collect donations from friends, family members and employers to support their personal fundraising goals.

Thank you for your commitment!!

This manual was developed to assist our Team Asthma members in their fundraising efforts by providing guidelines, tips, ideas and sample letters. Fundraising as well as training can seem like a big challenge, but with some planning and a bit of effort it can be a lot of fun and very satisfying knowing you are helping to support a worthy cause.

Important Guidelines

We have all seen people requesting pledges, donations and support for causes which are important to them. It may seem daunting and complicated, but in reality it is often simply a matter of asking people to support you. The more people you can ask the more likely it is you will achieve your fundraising goal.

Please note that while soliciting donations you are speaking as yourself and not an official representative of the Asthma Society of Canada. There are some important guidelines and cautions which will ensure it is a positive experience for you and those who are supporting your efforts. Should you have any questions, please contact The Asthma Society at 1-866-787-4050 Toll Free or (416) 787-4050 for Toronto residents.

- **Approaching businesses for donations/sponsorship** - We encourage Team Asthma members to talk to everyone they know, including local businesses where you have a relationship or feel confident about requesting support from. Some Team Asthma members form a personal team and take pictures with corporate banners before or after the race and/or wear their employer logo while running. We fully support these efforts but ask that you discuss your ideas with us first to ensure it is consistent with our corporate sponsorship. The Asthma Society cannot solicit or apply for donations on a participant's behalf, but we have provided sample letters which can be personalized should they require one.
- **Going door-to-door in your neighbourhood** - The Asthma Society of Canada cautions against door-to-door solicitation. Carrying cash can jeopardize your safety and this type of solicitation can lead to misunderstanding about your role with the Asthma Society and the legitimacy of the program. If you do decide to solicit donations in this method, it is highly recommended that appropriate safety measures are taken and that donations are collected online through your fundraising page.
- **Hosting events** - Some people prefer to host an event to raise funds and meet their goal. All events are considered "3rd Party Events" and we ask that you be aware of any legal and regulatory restrictions, especially around health and safety, alcohol and gambling. *Please note: The Asthma Society of Canada will not hold any financial, legal or other liability for such events.*
- **Tax Receipts** - Tax receipts will be issued to respective donors via the online donation page or individually as cheques are received by the Asthma Society of Canada. The Asthma Society issues tax receipts for donations over \$10 unless specifically requested.
- **Specific use of funds raised** - Donations to the Asthma Society of Canada provide the annual funding required to carry out a broad base of programs and services and to fund research partnerships into the treatment, prevention and ultimate cure for asthma.

How to be a Successful Fundraiser

Fundraising can be intimidating. How much should you set as a personal goal? How do you ask for money and how much per person should you ask for? There is no correct answer, however by using the following tips you will be able to set and achieve more than you think!

1. **Believe in yourself and just ask** - People give to people as much as a cause. Let your friends, family, co-workers and even acquaintances know you are raising money for a cause you believe in. Raising money to support asthma is a very worthwhile undertaking and one that should give you a great deal of pride. Ask them to help you reach your goal and see how many are eager to help.
2. **Tell your story** – Personal stories are powerful, not only in raising money, but also in bringing awareness about asthma and the impact it has on the lives of over 3 million Canadians. By sharing with donors your experience you are allowing them to understand and join your commitment to raise money in support of asthma.
3. **Develop your fundraising plan** - This is an essential tool to helping you achieve the fundraising goals and should be completed as soon as you have registered. Sample letters and worksheets are provided in this booklet.
4. **Set small, realistic fundraising deadlines** - Incorporate these deadlines into your plan and regularly review your plan and evaluate how you are doing. Don't worry if you fall behind, with training and life it can easily happen. Simply adjust as necessary and keep going.
5. **Plan to exceed your minimum fundraising goal** - By developing your plan this way, any shortfalls will not affect your ability to reach your fundraising goal. Share your fundraising goal with everyone you ask for a donation.
6. **Consider your strengths** - Focus on your strengths and develop your fundraising plan accordingly. If you are not comfortable approaching local businesses and corporations, then focus on individual requests.
7. **Send your donations to the Canadian Asthma Association as you receive them** - Your donors will receive their tax receipts in a timely fashion and we will be able to monitor your progress toward your fundraising goals. Encourage your donors to donate on-line as tax receipts are issued automatically using this method and the total shows on your campaign as you go!
8. **Communicate the successes** - Emphasize how your efforts are supporting the important programs and services provided by the Asthma Society of Canada. Highlight our efforts in fighting Asthma and in improving the quality of life for individuals and their families.

9. **“Thank” your donors** - It is important to express your gratitude in a heartfelt and timely fashion. Donors will appreciate the importance of their support and will be more likely to donate a second time. Share your personal success after the event.

Raising Money

The personal appeal is the most efficient and effective way to raise money. It is targeted, direct, and easy. Although it can be intimidating to ask people for money, remembering the reasons you are doing it and following a few simple steps will help make it easier to reach your goal.

Step One: Identify Your Prospects

Think Big! During your life, you have probably made acquaintances with lots of people. In developing your prospect list, think first in terms of groupings of people, not individuals. Review the following groups of people and then identify individuals you know in each.

- **Family and Relatives** - Immediate family, aunts, uncles, cousins, nieces & nephews. People close to you will both admire and support your efforts.
- **Friends and Social Circle** - Pull out the Holiday card list you have of your current circle of friends. Remember ... “friends give to friends”. Don’t forget your parent’s friends and acquaintances.
- **Work Associates** - Do not stop at your current position: think about the acquaintances you have made along the way, include individuals from other companies that you deal with in business. Consider approaching members of your professional association, especially if those peers work with people living with asthma. A Team Asthma participant from Alberta is a Podiatrist and she approached her peers across Canada and asked them to support her in meeting her goal.
- **Companies and Corporations** - Direct company /corporate gifts can be a valuable source for larger contributions. ***Remember: If a company you approached in your community for donations requests visibility such as banners, logo placement etc., please contact the Asthma Society before confirming with them.***
- **Your E-mail circle** - In these busy days most of us belong to at least one or more e-mail circles. Send your letter request and remember to attach your pledge sheet or link to your fundraising page. This is a quick, convenient and inexpensive way to reach a large number of people effectively. Where appropriate, ask friends to forward your request on to people they think may be interested in making a contribution.
- **Clubs and Organizations** - Individuals in clubs and organizations that you belong to are a solid source of potential donors (e.g., social clubs, service organizations, country clubs, etc.)
- **Neighbours** - People in your neighbourhood. When they see you out training every day, they will know you are serious! ***Please see guidelines on page 2 about door-to-door canvassing.***
- **School Acquaintances** - High school and university/college. Even if you have lost contact, do not underestimate the generosity of an “old” friend. A high school and/or university/college alumni directory is an excellent source of names.

- **Church/Synagogue** - Saturday/Sunday acquaintances. These people can be very generous.
- **Community Businesses** - Places where you spend money regularly (e.g., coffee shop, grocery and drug stores, corner deli, doctors, dentists, hair salon, etc.)
- **Anyone who you've supported in the past!** - We've all bought many chocolate bars and boxes of cookies, or supported our friends on their walk-a-thons, bike-a-thons, etc. Why not ask all those you've donated to in the past to return the favour?
- **Alumni Associations** - High School, College/University. Most alumni associations have newsletters where you can share your story and ask for support.
- **Employer** – Many companies encourage and support their employees' efforts to give back to charity. Be sure to ask if they have a matching gift program or a process to form employee teams.

Remember - **Quantity** is important. The more people you ask - the more donations you will receive towards your goal!!

Step Two: Select Your Approach

How are you going to share your personal story with the people you are asking for a donation? Depending on your relationship with each person and the size of donation you are asking for, different approaches will likely be more successful.

Regardless of the approach, it is important to include why you are doing this and why they should support your efforts.

- **Face to Face** - This is the best approach for larger gifts or in situations where the opportunity presents itself.
- **Letter** - Letters are good for your local business or for friends/relatives who are not on e-mail. Sample letters are included in this manual.
- **E-mail:** The most efficient way to reach a large quantity of prospects. Use the text from the sample letters included in this manual. Be sure to include a link to your fundraising page. If you are fundraising for a race which does not automatically set you up with an online fundraising page, contact the Asthma Society of Canada to help you create one.
- **Telephone:** Effective as a follow-up to a mail solicitation.

Step Three: Select the Style and Format of the Written Appeals

A writing campaign is the best way to create a solid foundation for your fundraising efforts. The style and format will depend on your audience. The following is a description of the different types of written appeals and apply to both written letters and email.

It is important to make it as easy as possible for your prospective donors to support you. Be sure to include the donor forms or a link to your online donor page with your personal appeal. Regardless of which approach you take, you need to emphasize that you need their gift at the time of the "ask" since

you have fundraising targets to meet. Suggest a return date for their donation that is within three weeks of when your letter was sent. This is not a “pledge” campaign where donors provide their cheque after you complete the marathon/race.

Styles can basically be included into 3 categories:

- Serious, hard hitting
- Light, humorous
- Combination of the above

The format, or way you ask for support will likely vary depending on whom you are asking. Those you know well or think will give you a larger donation will likely respond with a personal note. If you are able to develop a larger list of prospects and don't have time to personalize to each one, the form letter/email can still let them know you are raising money for a good cause.

Form Letter/Email (same content to every individual)

While this is the easiest to do, it is not the most successful. This is especially true for those prospects you are hoping to get larger donations from as it suggests to them that they are just another name on your list. If you don't take the time to ask for a donation from them personally, why should they take the time to make a donation to you! **Many events such as races and marathons have donation processes online which provide you with templates and forms.*

Personal Letter/Email (personalized for each individual, prospective donor)

A personal approach is the most effective way to approach people and should be used as much as possible. Integrate personal information into your message or as a “P.S.” to make it even more personal.

Step Four: Suggest the Level of Giving

It is helpful for donors to know the level of contribution that you would like them to consider. Do not underestimate the donor's willingness to give. It will be easier to reach your fundraising goal if you have some larger gifts in your mix.

Do not be afraid to ask for a donation of \$25 or \$50 for the general audience or \$100 or \$200 if you know that the individual is capable of giving at that level.

Step Five: Follow Up

Follow up phone calls/emails can increase your response rate by as much as 20%! People get busy, set mail aside to answer later and forget they received your appeal. A friendly message to explain what you are doing and why can remind someone of a donation they meant to make. It makes a huge difference to your fundraising success.

Sample Fundraising Planning Form

Having a simple plan in place will help you organize your strategy and ensure you can reach as many people and raise as much money as possible. This will be especially important as you increase your training schedule closer to the race.

My goal is to raise \$_____.

I have identified _____ potential individual contributors.

Dates I will send my letters/emails _____

From individual contributors, I anticipate raising \$_____

Dates I will follow up with my contacts _____

I have identified _____ potential companies, businesses, clubs and organizations.

Dates I will send off my letters _____

From companies and organizations, I anticipate raising \$_____

TOTAL REVENUE from WRITTEN APPEALS \$_____

GRAND TOTAL \$_____

- *Transfer the dates from this planning form to the following calendar. Use this calendar to track your fundraising deadlines, goals and activities.*
- *Keep in mind your deadlines as you plan your fundraising campaign.*
- *Try to plan your activities to occur early enough in your campaign so that you are easily able to meet each deadline.*

Developing a Prospect List

List as many people as possible under each category

Family and Relatives:

School Acquaintances:

Friends and Social Circle:

Work Associates:

Companies/Corporations:

Clubs and Organizations:

Neighbours:

Church/Synagogue:

Local Businesses:

Anyone Who Owes You A Favour:

Who can I ask? - Prospective Donors

Remember, one of the keys to successful fundraising is to ask as many people as possible. With a bit of thought, you will be surprised as the large number of people you are acquainted with, many of whom would be happy to help you reach your goal. The following is a list of prospective donors we came up with to help you start!

- *Attorney
- *Lawn Service Company
- *Banker
- *Manicurist
- *Bridge Club
- *Neighbours
- *Car Dealer/Mechanic
- *Painter/Wallpaper Hangers
- *Children's TEAM Mates' Parents
- *Parent's friends
- *Christmas Card List
- *Pediatrician
- *Clients
- *Pharmacist
- *Co-workers
- *Printer
- *Dentist
- *Professional Association Members
- *Doctors
- *Psychologist
- *Realtor
- *Eye Doctor
- *Relatives
- *Financial Advisor
- *Relatives' Friends
- *Fitness Trainer
- *Running group/partners
- *Florist
- *Service Organization you belong to
- *Friends
- *Siblings' Friends
- *Golf Partners
- *Suppliers for your business
- *Hair Stylist
- *Travel Agent
- *Insurance Agent
- *Veterinarian
- *Interior Designer

***Anyone else you can think of!**

Sample Donation/ Fundraising Letters

**Many events such as races and marathons have donation processes online which provide you with templates and forms.*

Date

Dear _____:

When do printers, attorneys, homemakers, nurses, students, bankers, and executives join the same team? When there is an opportunity to help raise funds that are needed to support the more than 3 million men, women and children living with asthma.

Did you know?

- Asthma is the #1 chronic condition in Canada
- Canada has one of the highest rates of asthma in the world
- Asthma is the leading cause of emergency room visits and hospitalization of children
- Approximately 250 people die each year from asthma, 80 % can be prevented with proper education

I have joined TEAM ASTHMA – a group of men and women who have made an extraordinary commitment to the Asthma Society of Canada. I am committed to participate in the **ScotiaBank Bluenose Marathon** and to raise at least \$500!

Think about what we hope to accomplish. We are not professional athletes and many of us are living with asthma and face challenges in living an active, healthy lifestyle. Whether it is us personally, our children or friends living with asthma, each Team Asthma member understands and have accepted the discipline, the time and the commitment necessary to be reach our goals.

Each member of TEAM ASTHMA has accepted this challenge because we believe that asthma should not stop us from reaching our goals and understand the importance of support education, support and research programs which have such an impact on so many people's lives.

Please join my team and help by me reach my fundraising goal. Complete the enclosed sponsorship form and mail it, along with your cheque, to the Asthma Society of Canada.

Thank you for helping me make a difference for the over 3 million Canadians living with asthma!

Sincerely,

Name of Team Member

Date

Dear _____,

Team Asthma was created by a group of individuals living with asthma or who have a family member or friend living with asthma and have made a commitment to not letting this disease stop them from reaching their goals. I'm living up to that belief by committing to run my first marathon as a member of Team Asthma! By May 1st, I intend to raise \$1,000 for the Asthma Society of Canada.

Physically, this will be my greatest challenge to date. By participating in Vancouver half-marathon, I hope I can encourage others—particularly those Canadians living with asthma—to lead healthier, active lifestyles. By fundraising for the Asthma Society, I am helping to support the education and support programs and research partnerships they are doing to help empower Canadians living with asthma to live an active and symptom-free life.

Many people have heard of asthma, but I know first hand the challenge facing people who live with asthma.

Did you know?

- Asthma is the #1 chronic condition in Canada
- Canada has one of the highest rates of asthma in the world
- Asthma is the leading cause of emergency room visits and hospitalization of children
- Approximately 250 people die each year from asthma, 80 % can be prevented with proper education

Although I have some huge challenges ahead of me they are minor compared to the struggles children and adults living with asthma face each day. I'm running to help show that asthma doesn't have to stop people from setting and achieving their goals.

I am counting on your support to reach my goal. In return, I will:

- Run 900 km during training (the distance from Vancouver to Prince George & back)
- Spend over 120 hours training in Vancouver's wet spring weather
- Raise \$ 500 for the Asthma Society of Canada

Thank you for your help. Tax Receipt will be issued for personal or corporate donations.

Sincerely,

Thank you!

[Insert Picture]

Dear Friends and Family:

I was born with asthma, although the doctors originally thought I had pneumonia as a baby. My asthma was always acting up, and even when it wasn't, I didn't feel like doing anything. I now recognize I was using my asthma as an excuse not to participate in life. When I turned 30, I started to go through what I consider to be a mid-life crisis. I weighed nearly 300 pounds, smoked (even with uncontrolled, severe asthma) and couldn't breathe well enough to walk from the car to the door without thinking I was going to die. I knew I had to do something to change my life – and soon!

I decided to take charge of my life. I went to my doctor and asked for a better treatment plan for my asthma. She started me on different inhalers and within a few weeks, I could breathe so much better. I decided to join a local YMCA. Within the first few months, the weight was dropping off me and I decided to up the ante by quitting smoking. It wasn't easy, but I knew that's what my lungs needed.

Four years later, I've lost 125 pounds, run countless of miles and have not smoked a cigarette since. I feel invincible!

I would like to make a difference for others struggling with this disease by raising money to bring awareness and support for asthma. I have registered to be a member of the **Team Asthma** and will be running my **very first** marathon in the Toronto Waterfront Marathon.

My commitment to the Asthma Society of Canada is to raise \$2000.00, and I need your support. Could you please find it in your hearts and pocketbooks to support me and donate to this worthwhile cause? Like all charities, your donation is tax deductible, and the Asthma Society of Canada will issue tax receipts.

Did you know?

- Over 3 million Canadians are living with asthma; they are members of our family and friends
- Asthma is the #1 chronic condition in Canada
- Canada has one of the highest rates of asthma in the world
- Asthma is the leading cause of emergency room visits and hospitalization of children
- Approximately 250 people die each year from asthma, 80 % can be prevented with proper education

Attached is a sponsor form. If you would be so kind to fill it out and return it to me as soon as possible I can add it to my total and keep track of my progress. The forms can be sent back to myself, mailed to the Asthma Society of Canada (124 Merton, Suite 401, Toronto ON M4S 2Z2), or if you are donating by credit card, e-mail me at my address xxxxx@xxxx.com.

Please ensure to have enclosed your address so a tax receipt may be given. I thank you all in advance for your support. I will run hard for you!

Sincerely,

Name

FORMAL CORPORATE REQUEST LETTER (Sample)

Date

Dear _____:

On _____ (date), I will join many other Team Asthma members from across Canada to participate in my local race. Like many people who run these events, it is an accomplishment just to train and prove you can finish. However this year I am also entering for a reason much more important than the personal challenge completing the event represents. As members of the Asthma Society of Canada's Team Asthma, I am raising money to assist the Association in their efforts to ensure every Canadian living with asthma can lead an active, symptom free life. **Today I am asking for your support to help me reach my fundraising goal of \$ 2,000!**

This cause is very personal for me. I was diagnosed with asthma as a child, and was in and out of the emergency room many times as an infant. When I was young, my puffer was always in my baseball bag, and it was normal to use a few puffs every game or practice. I tried my hand at a few other sports including cross-country, but was unable to control my asthma enough to complete races without walking.

As I grew older, I gradually left sports to focus on school and part-time jobs. I gained my "freshman 15" and more, until my weight was another factor harming my asthma. But I was someone who didn't know what asthma control was. I couldn't mow the lawn, visit my friends with pets, or fall asleep in unfamiliar places like hotel rooms. I wasn't taking my prescribed controller medication because I didn't feel the effects immediately and didn't understand what it was supposed to do.

I found the Asthma Society in 2010, and learned why my controller medication was important. Within weeks of taking my controller twice a day as prescribed, I was falling asleep without my puffer and using it far less during the daytime. When I was convinced to run with Team Asthma in 5km division of the 2010 Toronto Waterfront Marathon, I began to exercise and lose weight. I convinced myself I could cross the finish line without walking, and I did!

By wearing the Team Asthma logo, and raising money to help the Asthma Society in their work, I am hoping to share my success with others.

Your support for my efforts would be greatly appreciated. **(Company name)'s** donation will make a difference in the lives of over 3 million Canadians affected by asthma.

The charitable registration number for the Asthma Society Canada is [BN: 898537048RR0001]. All donations \$10.00 and over receive a tax receipt.

Thank you for taking the time to consider my request for a donation in support of my participation in the _____ (event). I look forward to hearing from you soon. Please call me at **(phone number)** should there be any questions about the Asthma Society of Canada's Team Asthma program.

Sincerely,

Name

Sample Thank you Letter

YOU'VE SUCCEEDED! Now tell everyone what it meant to you and thank them for their support! This is very important in not only allowing you to celebrate your achievement, but also in building support for future marathons and fundraising.

Dear ,

I did it! I completed the Toronto Waterfront Marathon. At five hours seven minutes and 36 seconds I was not the fastest on the course, but given my goal (just to finish), I felt pretty self-satisfied by the end of it!

I am writing to thank you again for your generous donation.

I deliberately approached this event, and my participation in it, as a true volunteer. And from that perspective, it surpassed all of my expectations.

Not only did I finish the race, but with help from you I raised \$_____ towards helping the 3 million Canadians living with asthma.

I was overwhelmed with the support I received from all of my sponsors. With your help, I was able to fundraise over \$2,000 for asthma research, education, services and advocacy.

So thank you, for your words of encouragement, your belief in me personally and your very generous financial support. I've always believed that each of us can make a difference in the lives of others. Your contribution really will make a difference for people affected by asthma.

Name

How to Raise \$1,000 in Ten Days

_ Put in your own \$50 contribution	\$ 50
_ Ask two merchants to donate \$30 each	\$ 60
_ Ask four family members for \$50	\$ 200
_ Ask three friends to donate \$50 each	\$ 150
_ Ask two of your doctors for \$100 each	\$ 200
_ Ask two coworkers for \$20 each	\$ 40
_ Ask three neighbours for \$30 each	\$ 90
_ Ask three church/temple members for \$20	\$ 60
_ Ask another two friends for \$50 each	\$ 100
_ Ask your supervisor for \$50	\$ 50

Ten Day Total: \$1,000

**** Check with your employer to see if they a “gift matching” program. You could double the amount raised and reach your goal sooner!**