

## Team Registration Instructions

### Fundraising Tips

The primary obstacle in fundraising is overcoming the natural reluctance we all feel to approach friends, neighbours and even strangers, and ask them for money. There really isn't much that you can do to overcome this reluctance, other than just ask. As with most things in life, the more often you do it, the easier it will become. Practice does, indeed, make perfect. But there are a few things that you can do that will make the process a little less intimidating:

- Use email to solicit donations. This gives the people you approach, whether family, friends or co-workers, the opportunity to decline without feeling that they are personally slighting you. It also allows you to deliver a consistent message, including a brief description of the benefits of Hospice, without having to memorize a "pitch".
- If you are using an email, either the automated notice built into the fund-raising system, or your own customized email, ensure that you include the link directly to your own fund-raising page. This is critical because a number of donations last year went to general revenue, because the donors used the "Donate Now" button on the main Hospice webpage. While those donations still go to Hospice, and are certainly appreciated, they are not included in the statistics for the Hike. If you include the link to your page, any funds donated will be included in your fundraising results, and will be included in the Hike's donation totals.
- If your workplace discourages desk solicitation, track down the employee bulletin board, and post your fundraising message and pledge sheet there. This removes the face-to-face contact that is most intimidating for most fundraisers, and allows the donors to review the material at their leisure. A quick email, advising your co-workers where the pledge sheet is posted, will help.
- Social media, particularly FaceBook, also offers opportunities to deliver a broad request for support to friends, without inordinate pressure. Again, ensure that you include the link to your fundraising page, rather than the link to the main page for the Hospice. While the funds all end up in the same place, you should get acknowledgement for your efforts.
- SAY THANK-YOU ... a lot! It is important to acknowledge the generosity of your donors, and you cannot say thanks too many times. There are literally thousands of charitable causes competing for a finite number of donors, and the fact that they have chosen Hospice Halifax deserves recognition.

All these tips are useful, and can increase your potential donations, but there is really no substitute for the personal touch. Speaking to people face-to-face, whether they are friends, associates or strangers, is the most effective way to solicit donations, and

potentially recruit more committed supporters. And there are things that you can do to make a personal request for funds more likely to succeed:

- Know your audience. Understand their concerns and circumstances, and couch your proposal in terms of what they feel is important. If they are not friends this will probably mean that you have to talk less and listen more. If you raise the subject of Hospice, and then wait patiently to hear their response, they will probably indicate to you very clearly what their concerns are with Hospice. This will allow you to customize your response to answer their questions. Remember that your first job is to listen.
- Once you understand what people want to talk about, you need to speak to them about it. If they have had a bad experience with someone dying in a hospital, talk to them about how Hospice is different. If they do not understand what Hospice offers to the terminally ill patient, you need to describe the facility and process. If they are economically inclined, Hospice offers a significant cost benefit to the health care system, versus hospitalization of the terminally ill patient. Be prepared to tell people what they need to know about Hospice.
- Talk about your own reasons for supporting Hospice. We are most compelling when we speak from our own convictions. Talk about how you became involved in Hospice, and why you choose to give your time and energy to this particular cause. Sometimes that personal story will provide the impetus people need to donate.
- At some point it is time to stop talking, and simply ask if Hospice is something that they are interested in supporting. Make it clear that any donation would be appreciated, but that it is entirely up to the individual. Graciously accept any donation, and be sincere in thanking them for their time and their support.
- If the answer is “No”, say thank-you, and go on to the next prospect. You won’t be successful every time, and you cannot take the “No” personally. There can be a hundred reasons why a potential donor says “No”, and virtually none of them have anything to do with you.

Whether we want to admit it or not, most of us are very competitive. The first thing that we do when presented with a donation pledge sheet, or when we bring up a donation page on our computer, is to check out the other donations. Typically we will pledge an amount that is similar in kind to other donations, either because we are competitive in nature, or because we have a natural inclination to want to be part of the “group”.

Understanding this phenomenon, it is possible to improve your fundraising results by approaching your most generous contacts first. If you have donors who are generally very generous in their contributions, it is reasonable to approach them first, as this will maximize your early progress toward your goal. Additionally, having generous donations appear first on your pledge sheet or donation page will encourage other donors to be similarly generous, allowing you to achieve your goal quickly and providing the maximum benefit to Hospice.

If, in addition to fundraising, you intend to donate directly to the cause yourself, you may choose to have your own contribution appear first on your pledge sheet or donation page. This emphasizes how committed you are to the cause of Hospice, and can also serve to set the tone for other donations.

Ultimately the goal is to provide as much financial benefit to Hospice as possible, and to maximize the profile of Hospice in the local community. By participating as a Team Captain or Team Member you are bringing your network of friends and contacts to bear on the challenge of constructing and operating a residential Hospice in our community. Thank you for your generosity of spirit, your financial support, and for your willingness to give of that most precious commodity in life ... your time.