

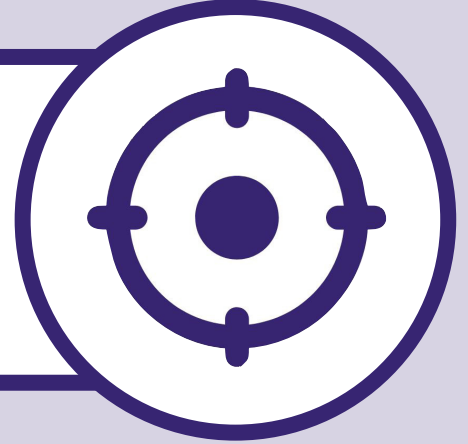
ALS WALK STRONG

Fundraising Guide

There are all kinds of ways to raise funds!
This guide will help you get started.

BE DIRECT IN YOUR ASK

The number one reason people say they do not donate or volunteer to an organization is because they've never been asked. Make direct asks by personalizing your message and making individual asks.



ASK YOUR FRIENDS AND FAMILY

Your friends and family are your best supporters. Do they owe you a favour? Ask them to return the favour by supporting you in raising funds for people living with ALS and their families.

SHOW YOUR THANKS AND APPRECIATION

Donors don't expect anything in return except for your gratitude and appreciation! You can never say thank you too many times.



SPONSOR YOURSELF

Show others you believe in the work the ALS Society of New Brunswick and Nova Scotia is doing by sponsoring yourself.

ASK YOUR SERVICE PROVIDERS

Ask your service providers such as your dentist, hair dresser or accountant to support the cause. Tax receipts can be made out in a business' name.



SHARE YOUR STORY

Tell people why you are participating in ALS Walk Strong. What is your connection to ALS and why do you believe in supporting people living with ALS and their families?

THE POWER OF SOCIAL MEDIA

Social media is the easiest way to connect with friends and family. Share your ALS Walk Strong journey and share our posts at facebook.com/ALSNBNS.



SELL YOUR SKILLS

Use your baking/cooking/knitting/crafting skills to good use! Hold a virtual cooking class or sell your baking. Remember, fundraising isn't always just asking for donations. There's many ways to raise funds!

HOLD A RAFFLE OR GIFT BASKET DRAW

This is a great way to raise funds. We have had lots of success with this fundraising for ALS Walk Strong. Ask local businesses to donate to the raffle.



SPECIAL OCCASION DONATIONS

Instead of receiving gifts for special occasions, ask your friends and family to donate to ALS Walk Strong instead. This has become a popular way for people to support their favourite charities.