

KIDNEY WALK

FUNDRAISING TIPS

Personalize Your Strategy

Every donation adds to the Foundation's ability to support our kidney and transplant community. Set a goal, develop a plan and don't be hesitate to ask! Explain why Kidney Walk is important to you and feel confident that your networks want to support a cause that you feel deeply about.

To help you fundraise like a pro, look at the following useful tips:

Personalize Your Emails & Social Media Posts

Personalize your messages for each ask. If you are comfortable, sharing why Kidney Walk is important to you, people are more inclined to donate. Explain what this cause means to you and what brought you to Kidney Walk.

Personalize Your Fundraising Page(s)

Your personal and team fundraising pages are a stage to let everyone know why you're involved with Kidney Walk - whether you're motivated by your kidney health, a family member, a neighbour or a friend.

Upload a photo or a video (*videos must be hosted on YouTube first*) to your page and share your reason for walking. Share your page with your supporters and on social media to allow them to easily donate.

KIDNEY WALK National Partner Otsuka

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2021 KIDNEY WALK
Be part of something great!

No matter what the challenge, our kidney community steps up and 2020 was a tremendous success. This year Kidney Walk registration is starting to roll out across the country from west to east, starting with British Columbia, Alberta and Saskatchewan's Virtual Kidney Walk on June 6, and Ontario, Atlantic Canada, Quebec and Manitoba this Fall.

Let's walk united and show our kidney and transplant community **STRENGTH, HOPE & COURAGE**. Register today.

[Join Us!](#)

Register a Team Today ▶

The best way to make an impact is to gather a team of loved ones, colleagues and friends. Setting up a fun competition with

Raise \$500 in 8 Days

- Day 1: Sponsor yourself \$45. This first donation will encourage others to give.
- Day 2: Ask 5 family members to donate \$25 each.
- Day 3: Ask 5 friends to donate \$20 each.
- Day 4: Ask 5 co-workers to contribute \$10 each.
- Day 5: Ask 3 neighbours to contribute \$10 each.
- Day 6: Challenge 10 friends on social media to donate \$10 to each.
- Day 7: Turn it around! Ask 2 people who have asked you to support their cause to donate \$25.
- Day 8: Send an email or social media message to all your out-of-town friends and family.

Tip: Remind your potential supports that they will receive a tax receipt for their donation.

Does your employer have a company matching program?

Many employers match tax-deductible charitable contributions made by their employees. Matching gifts are a great way to double your fundraising dollars! Contact your Human Resource or Benefits Department to find out if this applies to your company.



Fundraising Ideas

One-day Email Flash Fundraiser

Choose a day that has special meaning to you and the cause you are fundraising for - the birthday of a loved one with kidney disease, for example. On this day, send out a series of emails and social media posts sharing your story, explaining the importance of the day and why you're asking for support. Include pictures. Let everyone know how much you have raised and what your goal is.

Raffle or 50/50 Draw *

Have supporters purchase tickets, add everyone's ticket stubs into a pot. On the draw date, do the winning ticket draw on Facebook or Instagram Live so everyone can tune in and watch. Before the draw date, make a digital poster of the raffle or 50/50 event, including pictures of the winning items. Share this digital poster with potential supporters.

**This type of fundraiser requires a license, please check with your provincial requirements to obtain a license.*

Social Media Challenges

Create a calendar of fun but straightforward challenges for yourself to complete. For example, challenge yourself and others to have an ice bath, shave your beard/mustache, get pie-ed in the face, or a push up challenge.

Once you have decided on challenges, create a purchase cost for each challenge. Share this, explaining that you will complete each challenge that is purchased for a minimum of the listed price. People can "buy" a particular challenge for you to complete. During each purchased challenge, mention who it was purchased by. If more than one person wants to buy a challenge, create a bidding war!

Or you could have one big challenge (e.g., cut your hair) that you will only complete if you receive a specific donation amount. Out of challenge ideas? Turn it into a friendly dare fundraiser. The bigger the dare, the bigger the donation!

Bottle Drive

Simple and effective! Recruit from family, friends, and your workplace. Did you know that most bottle depots allow you to organize a virtual fundraiser? Contact your local depot to inquire about their pick-up program.

Birthday Celebration

In lieu of a gift, consider asking your networks to donate to your Kidney Walk efforts! Be sure to share this idea on all social media platforms with a link to your Kidney Walk personal page!

Yard Sale

Are you doing your spring cleaning? Sell your hidden gems online (Facebook Marketplace works great!) or in a garage sale and donate the proceeds to your Kidney Walk efforts.

Games Night

Invite your friends and family to an in-person or online night of fun and skills testing with proceeds going back to your Kidney Walk efforts. If you're hosting a game night online, find a free game app (such as House Party) to use.

Transplant Celebration

Do you have a transplant-anniversary this year? 5th? 10th? 1st? Use social media to celebrate this momentous occasion! Ask your networks to make a donation matching your anniversary. Your team can make the same appeal!

Chain of Kidneys

Ask your family and friends to purchase a [Kidney Cut Out](#) to be strung in your home or a public place. Supporters can write their name and a note on the kidney. [Download the Kidney Cut Out on Kidneywalk.ca](#)

