

HOW TO FUNDRAISE

The No. 1 reason why people donate is a simple one:

because someone asked them to.

The golden rule of fundraising is also as simple:

you raise money when you ask for it.

SO SPREAD THE WORD!

ASK personally

Share your own story. Connect with your donors through your personal relationship with them

ASK everyone

Think beyond family and friends – how about your neighbours, coworkers, doctor, barista, grocery store clerk – anyone you regularly contact.

Just ASK

If you ask someone for \$10, you might get \$10, or perhaps you'll get \$20 or \$25. Whatever the case, it never hurts to just ask.

ASK confidently

You are not asking for money for yourself; you are asking for funds to help the Halifax Obesity Network and to support those suffering with obesity in Nova Scotia.



ASK IN 5 EASY STEPS

- 1** Identify the issue you are trying to address. Example: To enhance the quality of life of those affected by obesity living in Nova Scotia through awareness, education, advocacy and support.
- 2** Relay why it is important to you. Example: People with obesity are suffering needlessly due to lack of support and access to treatment.
- 3** Share what you are doing about it. Example: I registered for Strides for Obesity and am raising funds to help support the Halifax Obesity Network.
- 4** Ask your donor to take a specific action. Example: Will you make a donation to support my efforts?
- 5** Just wait and let your donor respond

Register and fundraise at stridesforobesity.com