



**ONEWALK.  
ONE DAY.  
ALL CANCERS.**

ONEWALK.CA  
416.815.9255

## **OneWalk** **FUNDRAISING FUNDAMENTALS**

- 1** *Get your first donation today!*  
Get the ball rolling! That first donation is a feeling you'll never forget and motivates you to make a difference. Start NOW. Ask someone that won't say no.
- 2** *Set up your personal page online.*  
Share your story and upload your picture. Tell people about your progress! You'll be driving people to this page to get online donations. You want it to represent who you are. 90% of all donations come in online.
- 3** *Set your goal high!*  
Challenge yourself to surpass the minimum. You can do this and you're not alone! Together, we're conquering cancer.
- 4** *Ask the right person, in the right way, for the right amount.*  
Write down the names of the people and businesses that are part of your life and share your story. Take the time to speak to them face-to-face about the importance of OneWalk. Don't ask for \$100 if you know they can give more.
- 5** *Send an email to everyone you know.*  
Friends, family, co-workers—everyone! Reach out and tell them why you're taking on OneWalk. We'll make it even easier for you. There are pre-written emails waiting for you in your Walker Portal. Don't forget to ask your friends to forward this on to 5 people they know. Spread the word!
- 6** *Use technology to share, share, share.*  
Login to your Walker Portal and download your online fundraising tools. Add a personalized URL or email badge to your emails, Facebook, and Twitter.
- 7** *Repeat, remind and rewind.*  
Your friends are busy. Reach out and remind them to donate! Most people needs to be reminded a few times before they find the right moment to complete a donation.
- 8** *Say THANK YOU.*  
Those are two powerful little words. Thank you donors personally, through email, and on social media. They will LOVE the recognition and feel more a part of your journey.

## **HINTS ON HOW**

### *Face-to-Face Meeting*

Asking a potential donor for a contribution in person is always more impactful.

### *Team Up!*

Send a quick email alerting friends, family and co-workers that you've registered for OneWalk and invite them to join your team!

### *Bring OneWalk to Work*

Encourage co-workers to contribute or join your team! Many companies also offer donation matching programs. You won't believe how eager your work-family will be to support you!

### *Reach Out to Your Coaches*

For ANY reason! If you need inspiration, suggestions, tools, or someone to just brainstorm with—CALL, EMAIL, send a smoke-signal!

We want to hear from you!

**OneWalk**  
**TO CONQUER CANCER**  
PRINCESS MARGARET CANCER CENTRE