



2021 Road to Recovery Walkathon/Run

Fundraising Tips for Participants



Renascent®
The road to recovery starts here.

50 YEARS
1970-2020



You've Signed up to Fundraise, Now What?

You've decided to be a champion for Renascent and their mission in providing accessible treatment to those living with addiction. Now it's time to spread the word and ask for support, but where do you start? The first few days are key in any peer-to-peer fundraising campaign.

Hit the ground running with these proven tips to inspire your team and donors.

Get Your Fundraising Page In Great Shape

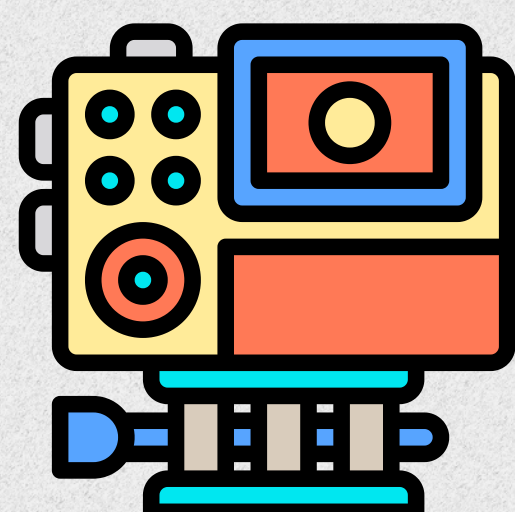


Use SMART fundraising goals

Make your Canada Helps fundraising goal specific, measurable, attainable, realistic, and timely. Your goal should be high enough to motivate others to donate, but realistic enough that it's achievable. Setting a goal allows you to track your progress, and can help motivate the final push before the end of September.

Decide on a strong page name

Grab attention from the second someone lands on your page. Try adding your name, Renascent's name, or a call-to-action like "Please Help", or "Join the Fight!"



Use photos and videos

Photos and videos are a great way to connect with your donors. Share stories, progress, updates, and results with the people that support you, and help reach those who haven't yet.

Share your fundraising story

Share your personal connection to Renascent and Renascent's mission in providing quality addiction treatment. Provide motivation for others to support your team. Ask yourself why you are participating and what Renascent means to you, and share that.



Make the first donation

Kick off your fundraiser by donating to your page!
Help set the tone for future donations and motivate others to support your team.

Ready? Set? GO! It's Time To Start Fundraising



Invite your friends, family, and colleagues. Use the CanadaHelps Peer-to-Peer Social Fundraising Tool to fundraise. Use the built in tools to invite people to donate to your goals and your team goals.



Share on Social Media.

Share updates on fundraising goals, photos or videos of your training, or reasons why you are participating and your personal connection to Renascent.

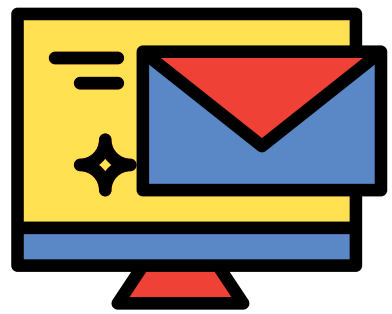


Start with the ask.

Mention your participation and personal goals. Send a personalized text / email / social message to your friends and family. If they seem interested, follow up with the direct link to your fundraising page.



Reach out to people in your extended network. Try asking friends and family to share your fundraising page with their network to reach people you may not find otherwise.



Include your Canada Helps link in your social/email.

Use your unique CanadaHelps Peer-to-Peer link in your social media bio and email signature. Help others find your donation page and let others know the cause you support.



Ask for donations as a gift in lieu of. If you have a birthday or other event coming up, consider asking friends and family for a donation to support your walk in lieu of gifts.



Create a video. Create a short video to post on social media to help let people know of your involvement with Renascent. Send the video to philanthropy@renascent.ca or tag us on social media and we can help you promote your fundraising page.



Do one final push. A final call to friends and family before the last day that donations are open can help your team exceed fundraising goals. Once friends and family see how close you are to your goal, they are likely make a second donation to get you past the finish line.

Celebrate and Give Thanks!

A successful fundraiser is all about team work! Send a thank you note to anyone who joined your team, as well as anyone who donated. Thank them for helping Renascent in their fundraising efforts, summarize the team and the fundraiser accomplishments, and share with them how they are helping Renascent to help those are affected by addiction receive the help they need.



Why Fundraise for Renascent?

Renascent facilitates recovery, education, and prevention relating to substance addiction through a continuum of programs and services for individuals, families, and organizations. We recognize that the need for addiction treatment and support has never been greater. Renascent is committed to providing the highest quality of care to all our clients and their families where and when they need it most.

What does Fundraising do for Renascent?

Fundraising helps ensure Renascent can continue to offer essential programs and services to individuals in need and that accessibility is never a barrier to receiving care.

Raising \$3,000 means you have funded the gap of the cost for one individual to receive our inpatient treatment program at one of three Renascent Houses.

Raising \$2,000 means you are safeguarding access for individuals to receive 20 weeks of Continuing Care, the aftercare phase of Renascent's programming which is critical to those leaving treatment.

Raising \$1,800 means you are providing clients with access to the Family Program, to help parents, guardians, loves ones, and children cope with the effects of addiction.

Questions about fundraising? Unsure of how to set up your page? Or want to learn more about connecting with your donors? We're here to help! Contact:



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