

# SIMPLE STEPS TO RAISE \$1,500



As we gear up for the 10th Anniversary Road Hockey event this September, we want to help you secure your spot on the team. The easy, doable tips below will help get your fundraising over the finish line and raise \$1,500! In addition to the ideas below, we'll also be offering great promotions and matching opportunities along the way!

## 1. Week One - Training

- Make a donation of \$50 to yourself right now to get started.
- Ask a person you know will say YES to match your donation of \$50 today.
- In the next 24 hours, send an email to all of your friends and family asking them to make a donation to you. Most Road Hockey players raise \$150-\$400 every time they send a round of emails!
- Post the following along with a photo of who you are playing for on Facebook along with your personal page link: "This September, I am playing in a dawn to dusk Road Hockey fundraising event. Please support my Road Hockey journey by making a donation to me today. The funds I am raising support the vital work being done at Princess Margaret Cancer Centre."

\$50

\$50

\$150

\$100

WEEK ONE TOTAL = \$350

## 2. Week Two – Pre-Season

- Call at least 2 family members – update them on your progress and ask them for a donation. Ask BIG!
- Ask your employer for a donation! Many companies will match your fundraising efforts and are eager to support their employees and local community.

\$100

\$350 - \$500

WEEK TWO TOTAL = \$450 to \$600

## 3. Week Three – Regular Season

- Thank your donors on Facebook and spread the word – other contacts will see the activity on your News Feed and want to donate too!
- Host a fundraising event – like a bake sale, car wash, 50/50 draw or chase the ace. Get creative and aim high!
- Think of 3-5 businesses you visit frequently who could donate – bank, mechanic, gym, restaurants. Take a donation form with you or call them and ask for a donation!

\$100

\$100 - \$200

\$100 - \$200

WEEK THREE TOTAL = \$300 to \$500

## 4. Week Four – Playoffs

- Send an email update to all your contacts – thank those who have donated, tell them about your progress, and let them know how much further you have to your goal!
- You're almost there! Call a close loved one and ask for the amount you need to reach your goal.
- Check your inbox for draft party details and check-in time the days leading up to Road Hockey.

\$300

\$100

CONGRATS!  
YOU HIT YOUR GOAL!

WEEK FOUR TOTAL = \$400