



COURSE FUNDRAISING TOOLKIT

WELCOME!

At Outward Bound Canada, our goal is to encourage you to make extraordinary efforts – before and after your expedition. We are very excited that you have decided to raise money towards your Outward Bound experience. Congratulations on making this important commitment to your future! Fundraising is hard work, but you will learn a lot and have great success if you are determined, creative, and follow the guidelines in this kit.

This toolkit is intended to help you in your fundraising campaign with tips, tools and some extra motivation! We hope that you find this fundraising kit helpful and wish you much success with your endeavor.

If you do decide to move forward with fundraising for your adventure, give us a heads up! We would love to know how your progress is going.

If you have any questions along the way, please don't hesitate to call us. We're here to help!

Best of Luck!

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MAKING YOUR FUNDRAISING PLAN!

Once you have registered for your course, you can start fundraising! Here's how...

MAKING YOUR PLAN

- Answering the following questions will help you to make a plan:
 - How much money do I need to raise?
 - How much time do I have to raise the money?
 - What do I want to get out of the trip? How can I explain that to people?
 - Do I think that Outward Bound will help me learn about myself?
 - What is great about Outward Bound?
 - Who do I know that could contribute?
 - How will I let everyone know?
 - How can I impress them with my commitment?
 - What are questions or concerns I have and who can I ask for help?
- Put a method in place for keeping track of your donations received and your progress. You can use the Donations Record on page 5 to help with this process.

SET UP YOUR MESSAGE

- Prepare yourself to be able to explain the importance of the course to you, what it will mean in your life, and how you will give back once the course is over for your audience in different ways!
- VERBAL - Practice an 'elevator' pitch – Imagine you run into someone and you are eager to tell them about your chance to go on an Outward Bound course and your fundraising efforts -- in 30 seconds or less! Practice and become comfortable with explaining why going on this course means so much to you and answering other questions above.
- WRITTEN – There are lots of ways to get your message out there in writing. Craft a message that can be used as a letter, email, social media post, poster, and more. You can also use photos and videos, or another creative way to spread your message too. Feel free to use [Outward Bound Canada Youtube Videos](#) as a resource.



MAKE YOUR FUNDRAISING PLAN CONTINUED...

ASK AND YOU SHALL RECEIVE!

- The #1 reason people give is because they are *asked!* Don't be shy about telling everyone you know that you are participating in your Outward Bound course and raising money for your participation in the course.
- Who can you ask? Anyone you know! Family members, friends and classmates, family friends, neighbours, principals and teachers, place of worship, coaches, community groups you are involved with – anyone that you think could help you!
- Get the message out online – send an email to your networks or post about your fundraiser on social media!
- Research online fundraising tools, such as Go Fund Me, to offer an online donation option to your donors.
- Create a handout that you could give to local businesses and community groups in your neighbourhood, your school, or any time you are at a social gathering.
- Do you like event planning? You could host a fundraiser, such as a coffee house, dodgeball tournament, bake sale, car wash, trivia night, or a yard sale, or anything that you think would work well for you and your school/community!
- Are you artistic? Have a special talent? If you or your friends do, you could sell your work with the benefits going to your course.

DON'T FORGET TO FOLLOW UP AND SAY THANKS!

- Many people need more than one request to donate and will appreciate the reminder. Include fun facts and an update on how close you are to reaching your goal. And don't forget an email *after* your course to tell everyone how you did!
- Show your appreciation to your donors and anyone that helped you along the way! Make sure to get their contact information so that you can send them a thank you letter, note or message. Consider including a picture of yourself from your course! If you choose, you can use the Donations Record to keep track of your donors and donation amount.



FUNDRAISING START-UP SHEET

ACTIVITY	DATE/TIMELINE	TASKS	PROJECTED INCOME
Example: Ask school for a donation	Staff meeting April 13th Approach teachers and coaches by April 1	<ul style="list-style-type: none">• prepare my pitch• go to meeting and tell about trip	\$250

My Total:



DONATIONS RECORD

DONOR NAME	EMAIL	PHONE	DONATION AMOUNT