

# GenNext Dodgeball

## Fundraising Tips

We suggest that each player set a fundraising goal of at least \$100. You'd be surprised at how quickly a few small gifts can add up and with our helpful tips, you'll be reaching your goal in no time!

### 1. Set a goal and keep everyone up to date on your progress

Your friends and family want to see you succeed. Share your goal and ask for help reaching it. Increase your goal once you reach it and challenge everyone to help you reach the next one.

Here are some sample goals and examples of the type of impact your donation could have:

\$100 provides clothing for someone experiencing homelessness.

\$200 provides medication for a senior on CPP and OAS.

\$250 provides food and a bus pass for a single working mother to get to work and feed their children.

\$365 provides a month of food for a family of four on a fixed income who have exhausted food banks.

\$500 provides car repairs so someone who is previously unemployed can get to their new job every day.

\$1,200 provides mattresses, box springs and mattress covers for a family of four who have been sleeping on couches or foam pads on the floor.

### 2. Make the first pledge

Show your potential supporters that you are committed by making a pledge yourself. People often look at the existing pledges to determine how much they should donate so use your donation as an example of the amount you would encourage others to give.

### 3. Start early and don't be afraid to ask!

The sooner you start asking, the more you will raise. People can't donate if you don't give them the opportunity. Remember: Several small donations are just as useful as one large gift. Every dollar counts.



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### 4. Take it offline

Some people still prefer the old-fashioned pen, paper and cold-hard cash. Once registered, you will be provided a collection envelope to help keep everything organized. Track your offline donations using this envelope – it will also help to ensure all your donors receive their tax receipts. Run out of space on your envelope? Email Laara for a copy of our offline pledge form, then print copies and carry one with you so you are always ready to accept a gift.

### 5. Brag about it!

You are doing something amazing for your community. Be proud. Post on social media. Hang a poster off your desk. Photocopy your pledge form and leave one at work. Tell people what you are doing and why. Sharing your motivation will help friends and family feel like they are part of your efforts and may even inspire some of them to join you.

Don't forget to use the hashtag [#GenNextSM](#). We have also created a [social media cheat sheet](#) including some ready-made posts that you can use.

### 6. Work as a team

There is strength in numbers! Does your fundraising goal feel a little daunting? Consider joining forces with your other teammates and hosting a team fundraising event. Think bake sale, car wash, bottle drive, or a used-clothing sale. Was one of your donors incredibly supportive or interested? Encourage them to join you. Ask them if they would like to help you fundraise.

### 7. Consider a team sponsor

Companies often embrace and encourage their employee's dedication to community service and charitable involvement. Speak with your employer about potential options. Perhaps they would consider covering your team's fundraising goal in return for having their name and logo integrated into your team costume?

Find out if your employer matches donations and encourage anyone who is supporting you to do the same – it could double your money!



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### 8. Why not raise \$200 in 7 days?

<b>Day 1</b>	Pledge yourself.	\$10
<b>Day 2</b>	Use our participant toolkit templates to email 5 out-of-town friends or relatives, asking them to donate \$10 each.	\$50
<b>Day 3</b>	Ask 4 family members to pledge you \$10 each.	\$40
<b>Day 4</b>	Ask your boss for a company contribution of \$50.	\$50
<b>Day 5</b>	Ask 5 co-workers to donate \$5 each.	\$25
<b>Day 6</b>	Ask 3 people from your gym, school or your social group for a pledge of \$5 each.	\$15
<b>Day 7</b>	Ask 5 local friends to contribute \$2 each.	\$10
<b>Grand Total</b>		<b>\$200</b>

### 9. Show your appreciation!

A small gesture can go a long way. Send a quick thank you note, email, or social media shout-out to your supporters (we've even provided templates for social media). Let them know how much you value their contribution and how much closer you are to your goal now. It's a great way to show your appreciation and who knows, some people may even donate twice just to help you reach your goal.

**No matter how you choose to raise funds, every dollar you raise will go a long way in helping the most vulnerable residents right here in Simcoe Muskoka, and 100% of your donation will stay local.**

### Bank Days – Depositing your money

It can be scary holding onto all that money! Let us take it off your hands. Thursdays are designated Bank Days. A reminder email will be sent to each participant in advance of collection day. You are encouraged to deposit during Bank Days once fundraising exceeds \$100 so that your donor dollars can get to work as soon as possible.

Donations can be delivered to United Way Simcoe Muskoka during regular work hours (8:30am - 4:30pm) on designated bank days. If you are unable to make it on the specified date and time, please contact Laara for alternate arrangements.

#### BANK DAYS

- February 20
- February 27
- March 5
- March 12
- March 19

Laara Losier - Relationship Manager  
United Way Simcoe Muskoka  
1110 Highway 26, Midhurst ON L9X 1N6  
P: 705-726-2301 ext 2042  
E: [LLosier@UWSimcoeMuskoka.ca](mailto:LLosier@UWSimcoeMuskoka.ca)  
[UWSimcoeMuskoka.ca/Gennext](http://UWSimcoeMuskoka.ca/Gennext)



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### Depositing your money (continued)

Bring your donations to our office on designated bank days:

United Way Simcoe Muskoka  
1110 Hwy 26  
Midhurst ON L9X 1N6

We are located in the Simcoe County Administration Building. When entering the property, stay to the right and proceed to the furthest parking lot for visitor parking. Enter at the red United Way door and proceed up the stairs. Ring the doorbell and we'll see you soon!

When you arrive, a United Way staff member will double count to confirm your deposit total. All deposits will be tracked and added for your final fundraising total at the close of the tournament. The player and team who fundraised the most will each win prizes!

### Social Media Cheat Sheet

We've created a list of social media posts for you to use, promoting your involvement in this tournament and to celebrate giving back to your community. We recommend you use images where possible and include details on how your contacts can connect to make their donations.

Please note that in the samples we left place markers for you to personalize with your own information.

Want to make your own posts? Here are some hashtags that we use:

#GenNextSM

#LocalLove

Don't forget to tag us in your posts:

Twitter: [@UWSimcoeMuskoka](#)

Facebook: [@UWSimcoeMuskoka](#)

Instagram: [@UWSimcoeMuskoka](#)

### Awareness

For Twitter: More than 60,000 people in Simcoe Muskoka are living in poverty right now. That's why I'm playing in Dodge for a Cause, put on by #GenNextSM and [@UWSimcoeMuskoka](#). Check it out at [www.uwsimcoemuskoka.ca/dodgeball](http://www.uwsimcoemuskoka.ca/dodgeball)



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### Awareness

**For Facebook:** Poverty has been identified as the single-greatest health threat in the world. Right here at home, more than 60,000 Simcoe Muskoka residents are living in poverty every day. That's why I'm playing in GenNext Simcoe Muskoka's Dodge for a Cause Dodgeball Tournament. All proceeds are going to @UWSimcoeMuskoka to help alleviate poverty and assist the most vulnerable in our communities.

### Fundraising 1

**For Facebook:** 1 in 8 people in Simcoe Muskoka have to choose between putting food on the table or keeping the lights on. That's a choice that most of us will never have to make, but it's a daily reality for people we see every day. That's why I'm asking my friends and family to support me and my team in Dodge for a Cause, with 100% of donations staying local with United Way Simcoe Muskoka. Donate today at \*Your Team's Link\*

**For Twitter:** Did you know that 1 in 8 Simcoe Muskoka residents have to choose between feeding their family or keeping the lights on? That's why I'm participating in Dodge For a Cause with #GenNextSM and raising funds to support poverty reduction work here at home. Help me and my team at \*Your Team's Link\*

### Fundraising 2

**For Facebook:** Every day, poverty limits the potential of more than 60,000 Simcoe Muskoka residents. Whether it be access to education, transportation or just a roof over your head, poverty is a real issue for many of our friends, family and neighbours. That's why I'm participating in Dodge for a Cause, to help fundraise for poverty reduction work in our communities and helping the most vulnerable. 100% of your donations stay local, so please consider supporting me at \*Your Team's Link\*

**For Twitter:** Why am I participating in Dodge for a Cause? To help more than 60,000 Simcoe Muskoka residents who are living in poverty. 100% of your donations stay local, so please consider supporting me at \*Your Team's Link\* #GenNextSM #LocalLove



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### Thank You

Thank you to everyone who showed their #LocalLove and supported me in the #GenNextSM Dodge for a Cause Dodgeball Tournament. We raised \$XXXX in support of crucial poverty reduction with @UWSimcoeMuskoka. Thank you for your support and the impact you will have!

**Remember: there is new and useful information about United Way Simcoe Muskoka posted every day to our social media pages. Feel free to like, follow, and share UWSM content and add your own messages to support your dodgeball fundraising efforts.**

### Frequently Asked Questions

- 1. Do you accept online or credit card donations?** Of course! Each team will have their own individualized link to fundraise online and with credit cards. If you have someone who wants to support you and you don't have the link, they can use the "Support a Team/Player" button at [uwsimcoemuskoka.ca/dodgeball](http://uwsimcoemuskoka.ca/dodgeball)
- 2. Where does my money go?** All donations from Dodge for a Cause will be allocated to United Way Simcoe Muskoka's Community Fund, a collection of donations that support life-changing initiatives like the Urgent Needs Fund and our upcoming cross-sector collaborative projects, all of which address an existing local gap in social services.
- 3. How are the fundraising prizes determined and when will I know if I've won?** Participant fundraising will be tracked by your UWSM staff partner, Laara Losier. Work closely with your team to ensure your funds are deposited at bank days. Team Captains will receive regular updates about online donations towards their team, while individual players will be notified when they receive a direct donation online.

At the start of the tournament, all pledges will be collected and double-counted with a volunteer. These totals will be combined with your online donations to get your grand total of funds raised. Please note that online donations will be accepted up until 8:00am on March 21, 2020.

The total amount raised will be announced during the closing ceremonies, where we will award the Top Fundraiser and the Top Fundraising Team! To keep you up to date, the donation target to beat will be sent out in the weeks leading up the tournament.



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### Frequently Asked Questions (continued)

#### 4. How do I deliver the money I collect to United Way Simcoe Muskoka?

Participants can deliver their collections to the United Way Simcoe Muskoka office on designated Bank Days. Please see page 3 of this tool kit for a list of Bank Days as well as directions to the UWSM office.

Bank Days have been put in place to keep your donations secured and to ensure you don't feel uncomfortable holding onto money for the duration of the program. It is not mandatory to attend every Bank Day. Participants are encouraged to deposit funds when they feel it is appropriate by visiting the office on one or more of the designated Bank Days.

If you are unable to make it on the specified dates and times, please contact our office for alternate arrangements.

#### 5. When can donors expect to receive their tax receipts? Tax receipts will be issued automatically for all online donations and will be sent to the email entered by your donors at the time of their donation.

Our staff will work as quickly as possible to ensure eligible donors receive their tax receipts in a timely manner. Due to the increased volume of donations leading up to and during our event we ask for your patience as we process your gifts. Donors can expect to receive their tax receipts by July 31, 2020.

In order to ensure your donors receive their tax receipts as soon as possible, we encourage you to deposit your funds on Bank Days whenever possible.

#### 6. What if I own a business or know a business that would like to be involved? Dodge for a Cause is looking for sponsors and corporate teams! Your business connections are welcome to pledge you as part of your collection and their gifts will count towards your fundraising total.

If someone you know is interested in registering a corporate team or receiving specific, corporate recognition for their participation, please encourage them to contact your staff partner, Laara Losier. She will be happy to discuss our sponsorship opportunities with them.

**Laara Losier - Relationship Manager**  
**United Way Simcoe Muskoka**  
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P: 705-726-2301 ext 2042  
E: [LLosier@UWSimcoeMuskoka.ca](mailto:LLosier@UWSimcoeMuskoka.ca)  
[UWSimcoeMuskoka.ca/Gennext](http://UWSimcoeMuskoka.ca/Gennext)

*Thank  
You!*