

KIDNEY WALK

FUNDRAISING TIPS

Personalize Your Strategy

Even during challenging times, feel confident that your networks want to hear from you and make a positive impact by supporting what you believe in. If you explain why this cause is so important to you and how it has changed your life, people will be more inclined to give.

Every donation adds to the Foundation's ability to help those in need and support our Kidney and Transplant community.

Always remember to consider your donor's situation and find balance and empathy in your asking strategy. To help you fundraise like a pro, look at the following useful tips!

Personalize Your Emails & Social Media Posts

Take the time to personalize your emails and social media posts. Let people know why The Kidney Foundation is important to you. Share the importance of kidney health, research, and transplantation in your own words. It gives them a compelling reason to support your fundraising and inspires them to share with others.

Personalize Your Fundraising Page(s)

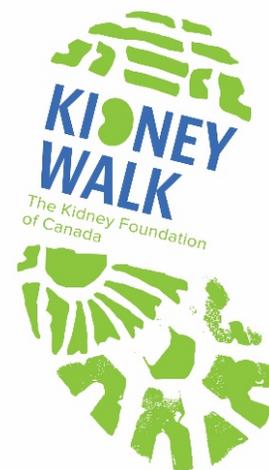
Your personal and team fundraising pages are a stage to let everyone know why you're involved with Kidney Walk - whether you're motivated by your kidney health, a family member, a neighbour or a friend.

Upload a photo or a video to your page and share your reason for walking. Share your page with your supporters and on social media to allow them to easily donate towards your goal.

Raise \$500 in 8 Days

- Day 1: Sponsor yourself \$45. This first donation will encourage others to give.
- Day 2: Ask 5 family members to donate \$25 each.
- Day 3: Ask 5 friends to donate \$20 each.
- Day 4: Ask 5 co-workers to contribute \$10 each.
- Day 5: Ask 3 neighbours to contribute \$10 each.
- Day 6: Challenge 10 friends on social media to donate \$10 to each.
- Day 7: Turn it around! Ask 2 people who have asked you to support their cause to donate \$25.
- Day 8: Send an email or social media message to all your out-of-town friends and family.
Celebrate! You have surpassed your goal!

At the Kidney Foundation, the health and safety of our kidney and transplant community is also our top priority. We are committed to doing our part and ensuring we follow the guidelines set out by the public health authorities. Please follow your province's health guidelines during your fundraising efforts.





Virtual Fundraising Ideas

One-day Email Flash Fundraiser

Choose a day that has special meaning to you and the cause you are fundraising for - the birthday of a loved one with kidney disease, for example. On this day, send out a series of emails and social media posts sharing your story, explaining the importance of the day and why you're asking for support. Include pictures. Let everyone know how much you have raised and what your goal is.

Virtual Movie Night

Pick a date and time, sell virtual tickets (via e-transfer or donation directly to your Kidney Walk page), and use Netflix Party to host a virtual movie night. The movie plays and pauses in sync with everyone who is viewing. There is also a chat room for everyone watching to talk throughout the movie!

Note: The Netflix Party feature is only available on desktop or laptop computers using a Chrome browser.

Social Media Challenges

Create a calendar of fun but straightforward challenges for yourself to complete. For example, challenge yourself and others to have an ice bath, shave your beard/mustache, get pie-ed in the face, or a push up challenge.

Once you have decided on a series of challenges, create a purchase cost for each challenge. Share this via email or social media, explaining that you will complete each challenge that is purchased for a minimum of the listed price. People can "buy" a particular challenge for you to complete.

During each purchased challenge, be sure to mention who it was purchased by. If more than one person wants to buy a challenge, create a bidding war or simply re-do the challenge at a different time.

Another option is to have one big challenge (e.g., shave your head) that you will only complete if you receive a specific donation amount. For example, "I will shave my head if I reach \$500 in donations by the end of the week. Out of challenge ideas? Turn it into a friendly dare fundraiser. Complete dares from others in return for a donation! The bigger the dare, the bigger the donation!

Birthday Celebration

In lieu of a gift, consider asking your networks to donate to your Kidney Walk efforts! Be sure to share this idea on all social media platforms with a link to your Kidney Walk personal page!

Online Yard Sale

Are you doing your spring cleaning? Sell your hidden gems online and donate the proceeds to your Kidney Walk efforts!

Games Night

Invite your friends and family to an online night of fun and skills testing! Physical distancing does not mean you have to socially disconnect from your social networks. Find a free game app (such as House Party) with proceeds going back to your Kidney Walk efforts.

Transplant Celebration

Do you have a transplant-anniversary this year? 5th? 10th? 1st? Use social media to celebrate this momentous occasion! Ask your networks to make a donation matching your anniversary. Your team can make the same appeal!

Chain of Kidneys

Ask your family and friends to purchase a paper kidney to be strung in your home or a public place. Supporters can write their name and a note on the kidney. Have bigger kidneys for larger donations.

