



---

Box 540 Bragg Creek, AB T0L 0K0 Phone:(403) 949-3818 [www.bandedpeakchallenge.com](http://www.bandedpeakchallenge.com)

## Fundraising Tips for The Banded Peak Challenge

Here are some useful tips to help you with your fundraising efforts!

The dollars you raise for the Banded Peak Challenge go directly towards creating memorable summer camp experiences for children with disabilities and special needs. You are inviting your potential donors to be a part of something truly remarkable; to change a child's life forever.

### 1. Start early and plan ahead.

No time like the present to get started. Use our online email program when you register online at [www.bandedpeakchallenge.com](http://www.bandedpeakchallenge.com) to send out an email to your contact list. Take the time to personalize the email and let your donors know why this event is important to you. People are more likely to give to people they know and for causes in which they believe.

Be creative, use a combination of approaches for the best results to your fundraising efforts.

- Start by asking your friends and family. Face-to face solicitation is the most effective and cheapest (if your potential donors are local).
- Make a list of all the people you could approach and send personalized emails, letters or invitations to an event you would like to hold. Include in that list anyone who you have supported in the past for various fundraising events. What goes around comes around and those who you've supported will likely remember your generosity.
- Holding an event can be fun and result in great funds raised such as a garage sale, BBQ or dinner party.
- Be sure to let your donors know how they can easily make a donation to you online or who to make cheques out to if they'd prefer.

### 2. Think big

Don't be afraid to be bold in your donation requests. Ask for a specific amount and aim high. You might just get exactly what you asked for. And if not, they'll let you know what they are comfortable giving.

### 3. Invite people to join your team

What better way to pursue a goal than together as a team. Both your fundraising efforts and your approach of the mountain will be a whole lot more fun if your friends and family join you. Register online as a team captain and all additional team members need to pay only \$50 towards their registration.

*Easter Seals Camp Horizon - Celebrating 46 years of sending special kids to camp.*

*11th Annual Banded Peak Challenge: If you only climb one mountain this year, make it this one!*

Folks who are unable to join you on the day of the event may be willing to help spread the news about what you're doing. Ask them to forward your email out to their contacts or to post a flyer about the event at their office. You'd be surprised by how many people know of a family whose lives are affected by their child's disability or serious illness. While they might not be able to join you on the mountain they may be more than willing to help you reach your fundraising goal.

#### **4. Educate your donors**

Your donors may not be aware of the Banded Peak Challenge or the incredible work done at Easter Seals Camp Horizon. Let them know where the money raised will be going and about all of the amazing kids who will benefit from their generosity. Our camps provide a life changing experience for children with: cerebral palsy, spina bifida, type 1 diabetes, muscular dystrophy, kidney failure, ostomies, autism, aspergers, Down syndrome, and severe burns to name a few.

Also let them know what your personal fundraising goal is and just how hard you'll be working the day of the event. Summiting a mountain is no easy feat and they'll no doubt be impressed by the physical goal you've set for yourself as well.

#### **5. Highlight the benefits of contributing to your donors.**

- Making a life changing difference in the lives of children with disabilities and special needs.
- Enable Easter Seals Camp Horizon to continue to offer unique programs each summer.
- A corporate donor might appreciate you wearing their logo on your t-shirt during the event. Offer to help spread the word about their commitment to helping kids with disabilities and special needs.
- A tax deductible donation.

#### **6. Follow-up**

- Let your donors know how you're doing and what your fundraising progress is.
- Also remind them of how hard you're working in order to prepare for the physical demand of the event.
- Send personalized thank-you emails or notes to those who have donated. Invite them to come out the day of the event to help cheer you on.
- Let your donors know about matching gifts! Some of them may not realize that their company will match donations made by their employees.
- Send out a photo of yourself after the event to everyone you requested a donation from. Regardless of whether or not they were able to support you, they all will be impressed and inspired by the effort you made to help out a very worthy cause.

#### **7. Stay positive and remember why you are participating in the Banded Peak Challenge.**

Your efforts truly are inspirational. You should be incredibly proud of the goal you've taken on both in terms of fundraising as well as the physical demand of the event. You are making a difference for a child whose daily struggles can sometimes be as tough as climbing a mountain. In the eyes of the staff and campers at Easter Seals Camp Horizon, you are a hero.

**Most importantly, have fun! We'll see you on the mountain.**