

FUNDRAISING HANDBOOK

LAWN
SUMMER
NIGHTS.

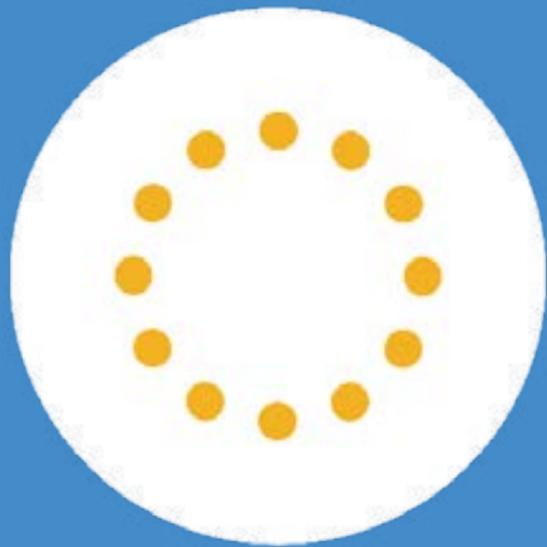
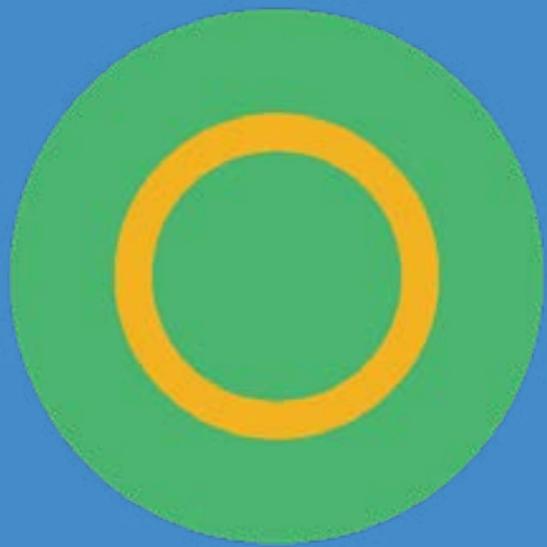


TABLE OF CONTENTS

5

Welcome

6

The Basics

7

Donation Scale

8

Get Started

9

Who to Ask

11

How to Ask

12

Fundraising Ideas

15

How to Promote

16

How to Raise \$500

17

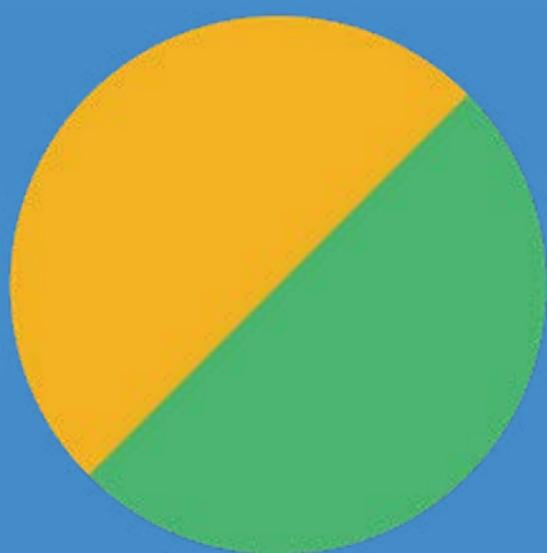
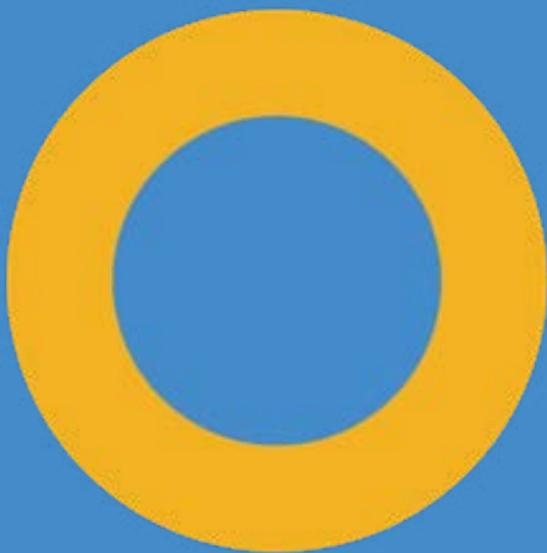
Email Templates

18

How to Collect

19

Help





BOWL TO CURE CYSTIC FIBROSIS

Welcome!

Welcome to Lawn Summer Nights!

Thank you, thank you, thank you - for the continued support and dedication that you show for LSN, for one another at each event across the country, for our inspirational speakers that join us each night, and most of all for this cause that we are so passionate about.

While LSN is about costumes and cocktails, it's also about supporting a very important charity - Cystic Fibrosis Canada. Every dollar you raise during #lawnsummer goes directly to supporting Canadians living with CF every day. Since our first event in 2009, we have raised over \$3,400,000 for CF Canada, and we aren't done yet. This year, with 18 events taking place across the country, we know that 2019 can be our biggest year yet - and we want to make sure you have everything you need to help make that happen!

The Fundraising Handbook is your new best friend. Inside you'll find resources, tools, and templates to help you reach (dare we say, surpass?) your fundraising goal. While we know you're going to have an unforgettable time #onthegreens, it's what you do off of them that can take your LSN experience to the next level. Use this handbook to kick start your fundraising, and let's see what records we can break this year!



THE BASICS

Why Fundraise?

When you fundraise at Lawn Summer Nights, you're raising money that supports:

- Leading research, innovation and care
- Cystic fibrosis clinics that provide specialized multidisciplinary care for individuals with cystic fibrosis
- Advocacy and awareness: Cystic Fibrosis Canada believes that working with government and legislators is a vital part of raising the voice of Canadians affected by the disease

Ultimately, your fundraising efforts, and the support of your friends, family, and coworkers, can help the thousands of Canadians living with cystic fibrosis hope for **a world without CF.**

You are making a difference!

Cystic fibrosis is the most common fatal genetic disease affecting Canadian children and young adults. There is no cure. The most important thing you can do when you're raising money for CF is tell people why. If you have a personal reason, tell your story. Let people know why you're fundraising, and that their support will make a difference in the lives of people with CF. The funds raised will provide funding to over 50 hospitals, universities, and research institutes across Canada, investing nearly \$7.5 million in innovative CF research and clinical care. Due to advancements being made in CF research and care, **Canadians with CF are living longer than ever before**; into their early 50s and beyond. That's a fundraising success story.



All Donations Make an *Impact!*

\$2500

A hospital social worker can have 50 sessions to help families learn to cope with the emotional and practical issues related to living with CF

\$1000

16 adults with CF can have access to one year of specialized 'whole person' care including physiotherapy, nutritional and psychological therapy

\$500

You're helping a physician to deliver specialized care to individuals with CF who live in remote areas

\$300

A graduate student can conduct four days of lab work to help combat lung infection and inflammation in people with CF.

\$150

You've helped a laboratory technician complete one day of research.

\$50

You've helped one CF adult receive a hospital consultation to help find ways to cover the costs of therapy equipment and drugs.



HOW TO GET STARTED

1. LOGIN to your Fundraising Handbook
2. Visit the "Fundraising" tab to view your fundraising progress, share your campaign on social media, and many other helpful tools.
3. Customize your individual page to your specific goals, change your welcome message, add photos, etc.

Who Do I Ask?

Friends and Family

Naturally, the first people we think of when asking for donations are our friends, family members, and peers. These people know you and understand why you are asking them for donations.

1. Friends, family members and coworkers trust you and understand your passion for the cause. Many fundraisers struggle to ask people for donations as they don't have a common ground or personal connection with those they are asking. Reaching out to your existing network makes this easier.
2. These are people that you likely interact with on a regular basis either in person, by phone, email etc. This gives you more opportunities to ask them for donations.
3. You likely share values and morals with those you surround yourself with. While you may not always agree on everything, your friends and family will recognize a valuable cause and be more eager to donate.

Businesses and Companies

Many businesses and companies offer a corporate matching program. Asking your employer to match all or part of your donations can double your fundraising efforts in no time!

1. While not all companies offer matching programs, many will offer in-kind products and services. These can be used for raffles for your own fundraising events.
2. If you have a strong connection and good relationship with your employer, you can ask for repeat donations. LSN happens every year and companies like to reward loyal employees.



How to Ask For Donations

How Do I Ask?

Crowdfunding

Crowdfunding is one of the easiest ways to ask for donations. Registering online and sending out the link to your fundraising page via social media, email, etc. is an easy and effective way to get donations.

1. Use the power of social media to your advantage. This is the strongest connection to your network. Let them know that you are fundraising for LSN. This encourages those who are close to you to donate.
2. Crowdfunding is the quickest way to communicate with everyone in your network at once. Posting through social media not only encourages people to donate to you, but also allows them to share your fundraising page with their own networks.

Fundraising Events

A fundraising event can be a small event at your home, or a larger community event. Give your potential donors an experience and they will be more inclined to give generously.

1. Check out our various fundraising ideas
2. Fundraising events are an excellent opportunity to get donations, explain the cause and why you are fundraising and touch base with your community.
3. In-person interaction and asks can make donors feel more connected to you and the cause.



Fundraising Ideas That are Free to Host

50/50 Raffle

How it raises money: Ticket Sales
Cost: Free
Difficulty: Easy

Get some tickets and advertise the sale at your office, school, and with your family and friends. A great way to encourage people to buy more is to make a ticket deal (ie. 1 ticket for \$3, 3 tickets for \$5, 5 tickets for \$10, etc.) Half of the total will go to the winner of the draw, half will go towards your fundraising!

Bottle Drive

How it raises money: Cashing in empty bottles and cans
Cost: Free
Difficulty: Easy

Taking your empty cans and bottles to the liquor or beer store is a great way to fundraise without spending any money out of your own pocket. Put signs up in your neighbourhood, asking your neighbours to leave their empty cans/bottles out on a certain day and go around collecting. You can also ask local bars, restaurants, community centres, etc. to donate.

Change Drive

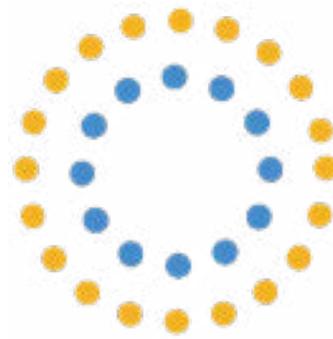
How it raises money: General Donations
Cost: Free
Difficulty: Easy

Did you know that filling a 20oz bottle with dimes can raise around \$100? Label some bottles, jars or coin boxes with the LSN logo and put them out in your community. Ask local restaurants, retail stores, libraries, etc. to put them out in their stores to help you raise money for LSN. Put one in the break room of your workplace as well to let your coworkers know you are fundraising!

Company Matching

How it raises money: Matching donations
Cost: Free
Difficulty: Easy

Did you know that many employers will match charitable donations? Ask your company to match your fundraising dollars and double the amount of money you raise!



Social Media Blitz

How it raises money: General Donations
Cost: Free
Difficulty: Easy

Reach out to your social media followers and ask them for donations. You would be surprised who comes forward to support you!

Garage Sale

How it raises money: Proceeds from sales
Cost: Free
Difficulty: Easy

Clean out your house and host a garage sale in your community. Put up posters before the event to make sure everyone knows when and where the event is taking place.

Exercise Classes

How it raises money: Entry Fee
Cost: Free
Difficulty: Easy

Approach a local gym or fitness studio to donate a class for charity or create your own outside. This could be yoga, spin, pilates, aerobics class or any other kind of class and advertise that all proceeds will be going to LSN. Reach out to your networks and encourage them to attend.

Quick Link

[A to Z Fundraising Guide](#)





HOW TO PROMOTE YOUR FUNDRAISER

Communication is key to gaining support for online campaigns.

Use Emails, Facebook, Twitter, Pinterest, Instagram, Snapchat, phone calls, coffee dates, your local newspaper, TV channel, posters or whatever else you can think of!

Track milestones and accomplishments throughout your campaign and use them to stay motivated and fuel your communications.

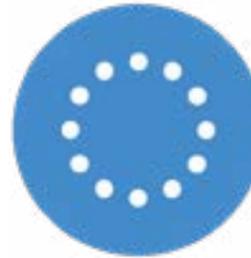
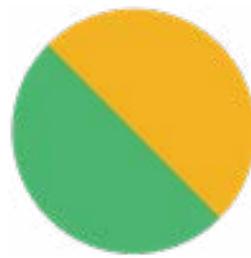
Supporters want to know that their support helps you achieve your goals, so keep them posted! If you're doing well, make sure to thank your supporters - And if you're falling behind or not quite at your goal, don't be afraid to ask potential supporters for help!

HOW TO RAISE \$500 IN TEN DAYS

Maybe that sounds too good to be true, but we have a fool proof way to make earning your #HighBowler pins a little bit easier. Here's how it's done:

Day 1	Donate to yourself \$25	\$25
Day 2	Ask 2 family members to donate to you \$25	\$75
Day 3	Ask 5 friends to contribute \$20	\$175
Day 4	Ask 5 coworkers to contribute \$10	\$225
Day 5	Ask 5 neighbours to contribute \$10	\$275
Day 6	Ask 5 people from your social group for \$10	\$325
Day 7	Ask your boss for a company donation of \$25	\$350
Day 8	Ask 3 local merchants to donate \$20	\$410
Day 9	Ask 2 businesses you frequent for \$25	\$460
Day 10	Ask 2 professionals (doctor, dentist, etc.) for \$20	\$500

It's easier than you think.



EMAIL TEMPLATES

Here are some sample emails you can send to donors:

Hey [NAME]

I'm participating in Lawn Summer Nights – a fundraiser for Cystic Fibrosis Canada. I'll be joining hundreds of others across the country to raise awareness and important funds to help those living with Cystic Fibrosis (CF) in Canada. CF is the most common fatal genetic disease affecting young Canadians. There is no cure.

I've set a pretty hefty fundraising goal, and I need your help to reach it! Please support me, and those living with CF, by making a secure online donation through the link below:
[INSERT LINK TO YOUR FUNDRAISING PAGE]

For more information about Lawn Summer Nights, visit: www.lawnsummernights.com
To find out more about our great cause and the impact of dollars raised through this event, visit: www.cysticfibrosis.ca

Thanks for your support!

Love,
[YOUR NAME]

OR

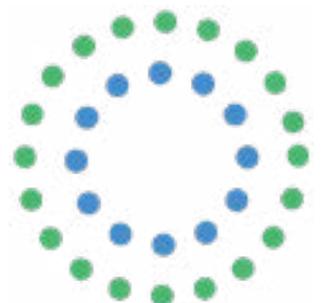
Hey [NAME],

This summer, I'm participating in Lawn Summer Nights – a lawn bowling fundraiser for Cystic Fibrosis Canada because [insert your reason for participating here]. My goal is to raise [insert fundraising goal here] but I can't do it without your help.

Please consider making a donation and supporting this important cause. Donations can be made by cash, cheque or online with a credit card. In order to make an online donation, please visit my fundraising page at [insert personal URL here].

Thank you so much for your support. It really means a lot to me.

Love,
[YOUR NAME]



HOW TO COLLECT DONATIONS

The easiest way to accept donations is through your Fundraising Hub. Electronic tax receipts will be issued immediately via email for online donations. You should tell donors to check their junk mail folders, as sometimes tax receipts can be sent there.

If you are collecting cash or cheques, please complete the [pledge form](#) and make sure to bring your cash and cheques to the event. Tax receipts will be issued by Cystic Fibrosis Canada after the event.

Even if you have a cash or cheque donation that you have to wait to submit, you can still add it to your fundraising total online so that people can see how you're doing - and to qualify for all of the awesome prizes we have at LSN.

If you are collecting cash or cheque donations and would like your personal online fundraising page to reflect your success, then be sure to complete the following steps.

- a. Sign into your Fundraising Hub
- b. Click on the Fundraising tab on the left hand side of the page
- c. Click Manage Cash and Cheque
- d. Enter in donor's information and submit. Screenshot (or fill out pledge form) and print; hand it to a LSN volunteer at the event in an envelope with the cash or cheque. If you have more than one, you can submit all in one envelope, just be sure you have filled out the pledge form correctly for each donor.

DON'T FORGET!

After you receive a donation, you can use your **Hub** to thank your donors for supporting you. After you login, click **Fundraising > Manage Donors > Thank Donors** for a pre-made thank you email you can customize and send to all of your online supporters!



Need Help?

Still need help getting your fundraising off to a good start? We're here to help you reach your fundraising goal - no matter how lofty! Don't hesitate to reach out to us at hello@lawnsummernights.com - we can help you brainstorm ideas, set up fundraisers, and provide more resources to get you where you want to go.

Good luck, and thank you from everyone at Lawn Summer Nights and Cystic Fibrosis Canada. Together we can make **CF stand for Cure Found!**

