



GROUP FUNDRAISING

# Toolkit

Since 2001, Canadians have been purchasing items from the World Vision Gift Catalogue. Drilling a well. Filling a stable. Empowering women to provide. It's easy to make a direct, tangible impact on the lives of vulnerable children and families around the globe.

You can leverage your birthday or another milestone.

Fundraise with your coworkers and see if your employer will match your donation. Or skip the white elephant holiday exchange and give a meaningful group gift instead.

Whatever you decide to do, know that you're investing in sustainable change. Making life easier for a family today. And building a brighter future for generations to come.

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# Let's Get Going

A few next steps to get your fundraiser going.

# 1

## MAKE IT PUBLIC

You're doing something that's going to change someone's life... and that's worth sharing! Send some emails and post on your social to help people understand your why. Don't be shy about asking for support. Invite others to join in!

# 3

## POWER UP WITH GIFT MATCHING

Many companies offer a donation matching program. If your employer doesn't, maybe a friend or family member's does. It never hurts to ask and it's an easy way to double up on a gift.

# 2

## SHARE WHAT'S ON YOUR HEART

What's your passion? Sustainable development? Empowering women? Clean water or food security? Learn how your fundraising will impact a community for generations to come. Then raise awareness just by starting a conversation with the people in your life.

# 4

## GIVE THANKS

Don't underestimate the power of a heartfelt 'thank you.' Keep your supporters and fellow fundraisers updated on the progress you're making together. Help them understand the impact their gift will have on children, families and communities around the globe.





# Shake Things Up

Looking for ways to add some fun to your fundraising?



## HOST A GAME NIGHT

Pay to play! Set up board game stations, video games or run an online trivia quiz.



## HAVE A BAKE SALE

Who can resist a treat? Especially when the cause is so sweet?



## SET UP A FLEA MARKET

Participants can sell new/gently used item and donate half (or all!) of the proceeds towards the fundraiser.



## AUCTION FOR SERVICES

Bring people together to help each other out. Have participants sign up for services they're willing to provide. Bid against each other and everyone benefits, including your cause.



## GOOD OL' FASHIONED CAR WASH

Lather, rinse and repeat your way to your fundraising goal.

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We're here to help if you have any questions or hit a snag.

Call 1-866-595-5550, or chat with us at [worldvision.ca/about-us/contact-us](https://www.worldvision.ca/about-us/contact-us).