



## FUNDRAISING TIPS

Here are a few fundraising tips to get the most out of your Braestone Winter Classic experience. Use these to get started and be the top fundraising team for 2025 to win the coveted fundraising award! Every dollar you raise will support RVH's Hudson Regional Cancer Program (HRCC) to ensure that RVH can continue to provide life-saving, world-class cancer care close to home.

1. **Get Personal:** We know that personalized pages get more donations. Make sure to tell the world why it's important to support your participation in the 2025 Braestone Winter Classic
2. **#Goals:** Set a fundraising goal. Let people know how much you're trying to raise!
3. **Self Sponsor:** You can lead by example and donate to your own fundraising page.
4. **Network:** Approach your family, friends, coworkers, clubs, associations, etc. for donations. Make sure to emphasize their donation's impact on our community. *Refer to the case for support document in this kit for more details.*
5. **Get Social:** Share your fundraising page on social media and share it again! Let your followers know why they should support you.
6. **Wishlist:** Ask for donations in lieu of birthday, anniversary or holiday gifts.
7. **Sign Here Please:** Update your email signature to include a link to your fundraising page.
8. **Desk Work:** Put a collection box on your desk at work.
9. **Water Cooler Talk:** Print off one of the Braestone Winter Classic posters and hang it in your office break room to encourage support of your fundraising goal.
10. **Updates:** Post regular social media updates on your fundraising progress. Keeping your followers in the loop will give them plenty of opportunities to support your fundraising.
11. **Match Game:** Finally, ask your employer if they will match your donation. Some companies have charitable gift match options. Find out if yours is one of them.