



**TEACH FOR**  
**ENSEIGNER POUR LE**  
**CANADA**

# Fundraising Guide

Teach For Canada

**TEACHFORCANADA.CA**  
**@TeachForCanada**



# First of all... THANK YOU!

By being a supporter of Teach for Canada, you have joined us in making education more equal.

In the 2019/2020 school year, we will have 84 teachers impacting 1,600+ students in First Nations communities. **You** have helped make this possible, and we are so grateful for your support!

This guide is designed to help you take your support even further by engaging those around you to get involved with our movement.



**We appreciate you!**



# This Guide is Here to Help You...

**Plan Fundraising Events**

**Answer Frequently Asked Questions  
About Teach For Canada**

**Maximize Your Online  
Fundraising Impact**

**Get Fundraising Support from  
Teach For Canada**

**If you have any questions along the way, please reach out to  
Taylor Leppik, Growth & Partnerships Manager at [taylor@teachforcanada.ca](mailto:taylor@teachforcanada.ca).**

**EVENTS**





# Planning a Fundraiser

## So, you want to plan a fundraiser!

A fundraising event is a great way to raise money, do good, and involve your friends and family in a cause that's important to you.

The possibilities are endless. Will you:

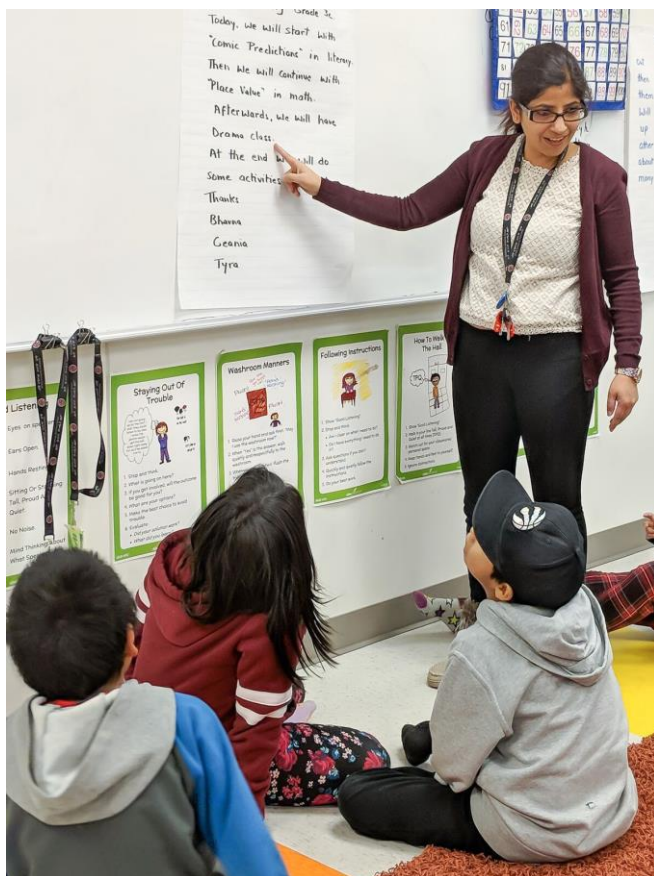
- Plan a one-time event?
- Create an ongoing challenge for yourself, your classroom, or office?
- Host an annual lemonade stand or bake sale?
- Tie Teach For Canada into your birthday or wedding celebrations?



**Whatever you choose, we are here to support you!**



# 4 Steps for a Successful Fundraiser



## 1. PLAN EARLY

The best way to make sure your event is successful is by starting early. As soon as you have your idea and date in place, **let us know** so that we can work with you to support it.

## 2. PROMOTE YOUR EVENT

Let everyone know what your plan is! You can:

- Post your event to **social media** (don't forget to tag us!)
- **Email** all of your friends/family/colleagues
- Create **posters, hashtags, and QR codes** to help spread the word
- **Take lots of photos** during the event and share them online (we'll be so excited to see them!)



# 4 Steps for a Successful Fundraiser

## 3. COLLECT YOUR DONATIONS

Make sure you know how you'll be collecting donations during your event, and plan to offer several different ways to contribute. You might:

- Set up a **crowdfunding page** or **Facebook fundraiser** to collect donations online in one place
  - Check out the [Online Fundraising](#) part of this guide to learn more
- Collect **cash or cheques** that you can pass on to us directly
  - We can also provide tax receipts – we just need certain information about your donors! Contact us ahead of time so we can coach you on what information to collect.
- Have people **donate directly online**, or through e-transfer to [development@teachforcanada.ca](mailto:development@teachforcanada.ca)
  - Also, have them make sure to include a message so that we know to thank both of you!





# 4 Steps for a Successful Fundraiser

## 4. ENJOY YOUR EVENT

Time to celebrate! You are a valuable part of our mission to make education more equal.

Some ways you can celebrate your event are:

- Emailing and posting **thank-yous to everyone** who attended and donated, including photos
- Call or email us with photos, how much you collected, and other success stories – **we can't wait to hear about it!**



**Congratulations!!**

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# ONLINE FUNDRAISING





# Online Fundraising

Online fundraising is a great way to let the people around you know about and support a cause you find important.

There are lots of ways to fundraise online:

- Create your own [crowdfunding campaign](#)
- Celebrate your birthday by [raising donations on Facebook](#)
- Take part in a local run/walk/other challenge and select Teach For Canada as your charity of choice
- Host an online “garage sale” through [Facebook Marketplace](#) in support of Teach For Canada
- Set up your own [fundraising page](#) to collect pledges for a challenge, campaign, etc. on behalf of Teach For Canada



**Looking for more information?**  
Don't hesitate to [reach out!](#)

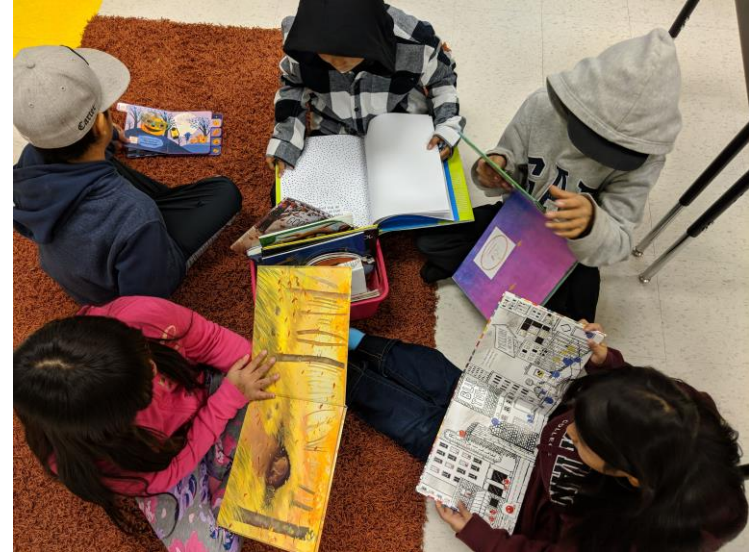
# Online Fundraising



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## Tips for online fundraising:

- **Choose a time period for your fundraiser.** You want to give people time to make their donation, but not leave it so long that they forget to give! We suggest a period of 2-4 weeks.
- **Thank early, and thank often!** Post thank-yous or send your friends messages as soon as they give. This will also help keep your fundraiser active and public!
- **Suggest an amount for people to give.** Maybe you're turning 25 and are asking for a donation of \$25, or maybe you're running a marathon and asking for a donation for each kilometre.
- If you notice you're getting close to your goal, try **raising it to go even further!** People will love helping you close that gap.



**Pro tip:** by publicly donating to your own fundraiser, you are showing your personal support which will make people more inclined to support your campaign.

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# FAQ







# Frequently Asked Questions

Your donors may ask you questions about Teach for Canada, and we want you to feel prepared!

Remember, if someone asks you a question that you don't know the answer to, **that's okay!** It builds trust with a potential donor to admit when you don't know something. You can either reach out to us for an answer and then get back to them, or connect them with us directly so that we can address their query.

For a full list of frequently asked questions, [click here](#).



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**SUPPORT**



## Teach for Canada can support your fundraising efforts by:

- Providing **tax receipts** for donations, if applicable
- Offering **event planning advice**
- Answering any **questions** you may have about your fundraising along the way
- Providing a **letter of support** to validate the authenticity of your event or campaign
- **Promote event** through our website or other channels, when appropriate
- Sending **materials about our work, logos, or photos** for fundraising use (if requested)



In order to best support you, we ask that you [contact us](#) well in advance of your campaign or event so that we can provide you with the tools to make it as successful as possible!

We ask for a minimum of **15 business days prior to an event** in order to properly support you in the planning process.

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