

Info – Fundraiser



***Ride for Wishes***

**For the benefit of the Québec Make-A-Wish Foundation**

**Event:**

***48-Hour Ride at the Gilles-Villeneuve Circuit***

From September 17 to 19, 2010

## SUGGESTIONS AND TOOLS FOR THE FUNDRAISER

Each cyclist is responsible for the raising of \$600 in pledges on an individual basis, amounting to \$3,600 for a team of 6 cyclists. The ten teams who will have raised the most will be entitled to sponsor a wish child (conditional on a minimum of \$8,000 being raised).

Here are a few suggestions to assist you in raising funds for the Québec Make-A-Wish Foundation. Your efforts will allow us to grant the wish of at least one of the Foundation's wish children! Thank you for sharing the power of a wish!

### **Set a goal**

For instance, tell yourself: "I'd like to grant at least one wish." The best way to achieve your goal is to start by contacting people and companies that you know: relatives, friends, colleagues, employers, etc.

### **Do your homework**

Learn all that you need to know about the Québec Make-A-Wish® Foundation. Remember that you're now a representative, an ambassador for the Foundation, that you're now acting as a liaison between donors and the wish children who are waiting for their wish to be granted. For further information, please visit our Web site at [www.faisunvoeuqc.ca](http://www.faisunvoeuqc.ca) or contact a member of our team to find out about the inspiring stories of children whose wishes have been granted.

An important reminder: the Québec Make-A-Wish® Foundation has elected not to rely on chain letters, telemarketing or door-to-door canvassing as methods to raise funds. Thank you for respecting this choice.

**Contributions:** For the sake of accountability, we prefer that donations be made by cheque or by credit card to the order of Make-A-Wish® Québec (Fais-Un-Vœu Québec). A donation form is included in this kit.

## **Suggestions for your fundraising campaign:**

### **At work**

- Challenge your colleagues and employer. Suggest to your employer that he match employees' contributions. Draw a chart in the shape of a track. Indicate your \$ objective on the finish line. Each week, color the track as donations increase.

- Adopt a theme for your fundraising campaign, for instance: “Let’s have Joe do a sports activity over the weekend.” or “We’re sending Joe for a sleep-over in the paddock.” Suggest a game of golf or a soft ball tournament. Organize a wine and cheese tasting, a barbecue, a garage sale, a walkathon in the neighbourhood. Have employees pay for the privilege of wearing jeans in the office. Make sure that all know that the funds collected are intended to grant the wishes of Make-A-Wish® Québec’s wish children.
- Show a video produced by the Make-A-Wish® Québec Foundation, for ex. the 2008 48-Hour Ride, during lunch hour, perhaps during a benefit lunch (combined with a dessert tasting or pastry sale) or any other fundraising activity. For further information, please contact the offices of Make-A-Wish® Québec at (514) 488-9474.
- Make available the Make-A-Wish® Québec newsletter and have their posters or leaflets in your office.

#### **Solicitation of companies**

- Send a letter (see enclosed example) to all companies (suppliers and clients that you deal with). It’s often quite simple for a company to invest \$500 or even \$1,000 in a local initiative.
- Local merchants and community leaders can benefit from the sponsorship of a neighbourhood resident. Support your cause by insisting on any local benefits and be ready to discuss ways in which you could promote your generous sponsors. Even though philanthropy is their prime motivation, companies and politicians are always keen to obtain public visibility. Ask individuals and companies who are not able to support your cause to propose other individuals or companies, or better still to solicit them on your behalf. Make hay while the sun shines!

#### **In your neighbourhood**

- Ask your child’s school principal permission to organize a “Two dollars for hope” event during which you will invite the children (their parents) to help the “father” or “mother” of a fellow student ride to grant the wish of children who are less fortunate than they are.
- If you are a member of a group (social, sports, alumni), ask them for your support.
- Organize a barbecue, a hot-dog sale, a garage sale or a car wash-athon (and involve your kids or neighbourhood children).

## **And keep in mind!**

1. Don't hesitate to ask. Someone else will get people's support while you are still hesitating.
2. Look and talk like a professional.
3. Be responsible, both personally and as a representative of the Make-A-Wish® Québec Foundation.
4. Be honest and straight forward. Listen to your heart. OR Let your heart speak out.
5. Present your cause with conviction.
6. If you are unable to solicit, recruit someone who can.
7. An eventual donor is a donor without conviction. It's up to you to convince him/her.
8. A donor is a canvasser who has not yet shared his conviction with a friend. It's up to you to encourage him/her to do so.
9. A good canvasser is a friendly motivator. And don't forget: a smile goes a long way!
10. A canvasser does well with a thick skin, a tender heart, an exceptionally attentive ear, a quick wit, a gift for repartee and a streak of boldness – at least when soliciting people's support...