



# Innovative Fitness Adventure Challenge FUNDRAISING KIT

Thank you for being a part of this year's Innovative Fitness Adventure Challenge to help build a legacy of healthy & active kids!

We're here to help you succeed in your fundraising goals.  
Here's a list of ideas to get you started!

Have questions? Need help? Contact us at: [AC@innovativefitness.com](mailto:AC@innovativefitness.com)

**FOLLOW & TAG US ON SOCIAL MEDIA!**  
**#IFAdventureChallenge**

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[@IFAdventureChallenge](https://www.instagram.com/IFAdventureChallenge)



[@IFAdvChallenge](https://twitter.com/IFAdvChallenge)



[facebook.com/IFAdventureChallenge](https://facebook.com/IFAdventureChallenge)

**ALL FUNDS RAISED GO TO KIDSPORT™!**

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#SoALLKidsCanPlay!

KidSport™ believes that no kid should be left on the sidelines and that all should be given the opportunity to experience the positive benefits of organized sports. They do this by providing financial grants to children 18 and younger to enroll in organized sports. By participating in this year's IFAC you will help give kids the chance to play, and a brighter future!

Note: All funds raised stay in the participant's community.



## HOW TO PERSONALIZE YOUR FUNDRAISING PAGE!

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1. Go to the Race Roster IF Adventure Challenge page where you registered [here](#)  
Or go to <http://www.ifac.ca> and click on “Register”, which will take you to this page.
2. Sign-In to Race Roster, if not yet logged in (top right of page).
3. Click “Edit fundraising page” below the profile image on the right-hand side.
4. In the modal that pops open, specify your fundraising goal, write a personal message, and upload a photo.
5. Be sure to scroll down and **click “Save”** updated fundraising information.
6. Now you will see buttons for social sharing on your page, simply click to spread the word!

## HOW TO RAISE \$500 THIS WEEK Without breaking a sweat!

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- Day 1: Donate \$50 to yourself!** - Don't forget you get a tax receipt!
- Day 2: Double your money by asking your employer to match it!**
- Day 3: Ask 5 family members to support you!**
- Day 4: Get your friends involved!** Ask 5 friends to donate \$20 each.
- Day 5: Bring your pledge sheet to work!** Ask 5 co-workers/clients to donate \$20.  
(Now you're @ \$300)
- Day 6: Ask your neighbours if they'll donate \$20 each!**
- Day 7: Email your friends!** Send emails to 5 people requesting \$20 each

**7 days later you're at \$500 and more than half way to your goal of \$750!**



## Make a Prospect List

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Make a list of people you can ask to support your challenge and the charity. Here are some areas to look:

- Family & Friends
- Co-workers
- Classmates or teachers
- Doctor & Dentist
- Accountant
- Ask your work to match you – some companies give donations on behalf of their employees. A well-known bank give \$500 to any employee’s charity of choice. This could be the easiest way to make a large chunk.
- Church Members
- Workout classmates, Golf buddies, cycling friends
- Volunteer acquaintances

## GET SOCIAL!

### Sample social media posts!

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#### Sample Facebook Post:

“Please support me in my challenge to raise \$750 for KidSport and complete the 29km IF Adventure Challenge #IFAdventureChallenge ([insert link to personal fundraising page here](#))

*(Don’t forget to add a photo of you training or at a past race)*

#### Sample Twitter Post:

- “Support me in raising money to build a legacy of active & healthy kids! Please donate to my #IFAdventureChallenge page ([insert link to personal fundraising page here](#))

*(Don’t forget to add photo of you training.)*

### FUNDRAISING TIP — PRINT YOUR PLEDGE SHEET!

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**Print your pledge sheet & bring it with you!**

To your daily activities, to work, to the gym, shopping, to family parties, everywhere!

**Don’t be shy about mentioning your fundraising!** People will want to support you!



## SAMPLE EMAIL SIGNATURE

### Put your personal fundraising page in your email signature

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**Support me in my challenge to build an active and healthy legacy for kids with the Innovative Fitness Adventure Challenge: Please donate here:**

(insert link to personal fundraising page here)

**Support me in my challenge to help kids get access to a season of organized sport and complete my first Adventure Challenge this September 8, 2018!**

(insert link to personal fundraising page here)

**I'm doing my first IF Adventure Challenge, September 8, 2018.**

**Please help me by donating to *KidSport*<sup>™</sup> on my fundraising page at:** (insert link to personal fundraising page here)

## 10 FUNDRAISING IDEAS:

### Don't worry, most are fairly easy & anyone can do them!

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**1. Hold a Fundraising BBQ:**

- You could have a theme and games. Hot dogs and burgers cook quickly and you could even get the food donated by local businesses.

**2. Hold a Charity Poker Night**

- Make this as big or small as you want. Smaller? On your regular Friday poker night ask the winner to donate half their winnings to you. Larger? Check out this "How to": <http://www.wikihow.com/Organize-a-Charity-Poker-Tournament>

**3. Hold a Car Wash:**

- Perfect for summer and you can get your kids to help! Get more money by offering a detailing station, or lemonade and cookies. Make sure to pre-promote the event to all your friends and families.

**4. Do a Prize or 50/50 Raffle:**

- Maybe someone you know has a set of hockey or concert tickets? Print raffle tickets—MSWord has raffle ticket templates you can use. You can get a raffle license through the province, at: <http://www2.gov.bc.ca/gov/content/sports-culture/gambling-fundraising/gambling-licence-fundraising/class-d>



## 5. Email or Letter Writing Campaign:

- Use the Fundraising Request letter on ifac.ca as a template. Don't be afraid to send emails out a second time, people need the reminder. Trust us!
- Mailing letters sounds old-school but paper mail gets noticed! Craft a letter on your computer and add a short handwritten personal note to each. This honestly works! It's also a way to reach generous relatives that are not online!

## 6. Organize a Scavenger Hunt or Amazing Race:

- This takes a bit of organization but is super fun! Get ideas from the web. Get a local business to donate prizes for the winning team.

## 7. Hold a Wine & Paint Night

- There are local businesses that offer this service so all you need to do is sell tickets!

## 8. Hold a Trivia Night

- People like to show off their smarts! Charge \$25 a ticket, create teams and offer refreshments and door prizes.

## 9. Hold a Craft Beer, Cider, or Wine Tasting Event Night

- People love sampling beverages, so why not hold your own tasting. You can find tasting sheets online and you might even be able to get your friends to donate the drinks or bring food.

## 10. Hold a Burger & Beer Fundraiser

- Many local bars and restaurants encourage these and will often print the tickets for free. Don't forget to do a 50/50 raffle ticket draw throughout the entire bar, and if you're keen, hold a silent auction.

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## Pre-promote your fundraiser!

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- Send emails, call, or send a group text to your friends, family, and colleagues.
- Put it on Facebook (Create a Facebook event), Twitter, and Instagram
- Make posters or small flyers on your computer
- Email the event to us [ac@innovativefitness.com](mailto:ac@innovativefitness.com) We'll put it on our social media.

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## Say Thank you! Mucho Gracious! Danke! Merci!

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Send thank you emails/notes to your supporters. They'll really appreciate it and you'll feel great about your fundraising!