



## Fundraising Tips

### Set a goal

What will your fundraising goal be?

Returning Community Pandas – why not try doubling what you raised at your previous event?  
New Community Pandas -- think of what your friends and family may have raised for a cause and try aiming for higher!

Nervous? Rest assured, most people feel the same way! The good news is that there are many different ways to fundraise and most people will appreciate your efforts to both organize an event and raise funds in support of WWF-Canada.

### Create your list of possible supporters and donors

Friends, family, teachers, classmates and community members. Don't forget everyone who has ever asked you for money for a charity before. Be creative, personalize your ask for everyone has a stake in the health of our planet. You can ask them by email or over the phone, it is important to simply ask.

### Your personal fundraising page

To make it really easy, [sign up](#) online and create your very own personal webpage from which you can e-mail all your friends. Ask them to make a donation through your own secure donation page. We give you the tools to create your own page – it's easier than you think! When people go to your personal webpage they can see your fundraising goal!

### Start immediately

The sooner you begin, the more you will be able to collect.

### Know your cause

Get your facts on conservation challenges and how WWF-Canada is helping. The funds raised by you through your Community Panda event will be used to support ambitious conservation plans targeted towards more sustainably managed forests, new protected areas on land and sea, increased action on climate change and, working for the survival of our endangered species.

[Learn more](#) about WWF's conservation work.

### Company support

Many companies have matching gift programs. Ask your company to match the donations you have collected.

### Follow-up

Send a reminder email or follow-up with a phone call; let them know about the great cause they'll be helping!

### Don't forget to....

- Tell potential sponsors that they will get a tax receipt for donations of \$20 or more.
- Change your voicemail and answering machine greeting to include your Community Panda event.
- Carry your pledge form(s) with you everywhere – you never know when you will run into someone who wants to help out.