

FUNDRAISING JOURNEY



START YOUR FUNDRAISING JOURNEY HERE



PERSONALIZE YOUR FUNDRAISING PAGE

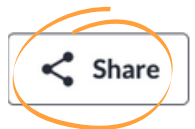
Log in to your CrowdChange account after you register to access your participant centre. Update your photo, write about what inspires you to fundraise for the Canadians living with CF, and set an ambitious fundraising goal! [Login here](#).

If you have a personal reason, tell your story. Let people know why you're fundraising, and that their support will make a difference in the lives of people with CF.



CUSTOM URL AND QR CODE

Make it easy for your donors to find your fundraising page. Share your fundraising page in an email, text or social media, via a custom link or make a QR code, by clicking on the "Share" button.



SHARE OUR MISSION

An impact statement will help you make your contacts aware of the mission and help them understand the impact of their donation. Impact statement graphics and key messages about the organization are available [online](#).



START YOUR ASKS

Log in to your account and start sending emails to your contacts, with our ready to go "Mailing List Templates". Update your network by sharing our pre-written social media messages from our ["Fundraising Tools"](#) online.



RECRUIT HELP FROM FRIENDS & FAMILY

Family and friends are often the top supporters of many participants' fundraising campaigns. Ask your family and friends to share your fundraising journey on their social platforms to expand your reach!

FUNDRAISING JOURNEY (CONT.)



PERSONAL DONATION

Making a personal donation not only kick starts your fundraising and helps you get closer to your goal, but it shows your potential donors your commitment to the cause.



Top Tip: Make a self donation, those that do typically fundraise 75% more on average!



SOCIAL TOOLS

Make your asks eye catching by using one of our graphics from our toolkit, for all media types (Facebook, Instagram, LinkedIn). Don't forget to paste your QR code image on the graphic.

Access pre-created Worldwide Trek branded posts, email signatures, posters and pre-written social messages, from our fundraising tools webpage.



CREATE INCENTIVES

Creating incentives for your donors is a way to offer them something in return for supporting you reaching your fundraising goal. Share your creative incentives in the description on your fundraising page. For example, baking your donors a dozen cookies for each donation.



TIME TO ORGANIZE A FUNDRAISER

Host a games night, organize a BBQ, a sports tournament, a raffle or ask your entourage to make a donation in lieu of gifts for your birthday. Check out our [guide to being a Fundraising Pro!](#) You've got this!