

# Fundraising Tips for Hike for Hospice Participants



## You've Joined the Hike for Hospice – What's Next?

Thank you for signing up to participate in **The Toronto's Hike for Hospice!** Your involvement helps bring compassionate, client-centered care to individuals and families facing serious illness, grief, and bereavement in our community. Every step you take helps support dignity and comfort at every stage of life.

Now it's time to spread the word and build momentum!

Whether you're hiking solo or as part of a team, you have the power to make a big impact. Reach out to friends, family, co-workers, anyone who might want to support your journey. Share why this cause matters to you, and invite others to contribute to your campaign.

Let's make this year's Hike a meaningful success — together!

# Get Your Fundraising Page in Tip-Top Shape!

Before asking for donations, make sure your personal fundraising page is engaging and informative.

## Set a SMART Fundraising Goal

- Specific, Measurable, Attainable, Realistic, and Timely (SMART).
- Set a goal that challenges you while being achievable.
- If you reach your goal early, increase it to inspire more donations!

## CREATE A COMPELLING PAGE NAME

- Grab attention with an engaging page title: "Support Compassionate Hospice Care – Donate Today!"
- Include words that encourage action, like "Join Me" or "Help Make a Difference."

## USE PHOTOS & VIDEOS

- Personalize your page with a heartfelt message and a photo or video of yourself, your team, or someone impacted by hospice care.
- If you have a story about how hospice care has touched your life, share it!

## Make the First Donation

- Set the tone by donating to your own fundraiser. It encourages others to give and shows commitment!



# Spread the Word! Your personal network is the key to fundraising success. Here's how to get started:

## • Directly Engage

- Send personal messages (call, text, email, DM) to your network explaining your hike and providing your fundraising link.

## SET FUN MINI-CHALLENGES TO CELEBRATE YOUR PROGRESS

- Post a photo when you reach \$250!
- Hit \$1,000? Celebrate by wearing a costume on hike day!
- If your team raises \$5,000, take on a fun group challenge together!

## SHARE YOUR JOURNEY ON SOCIAL MEDIA!

- Keep your followers in the loop—post updates about your fundraising progress and the reason you're hiking.
- Use photos and videos to tell your story and inspire others.  
Don't forget to tag **@Hike4Toronto** and use hashtags like **#HikeForHospice** and **#Hike4HospiceToronto** to help spread the word!

## Email Fundraising is Effective!

- Not everyone is on social media—many people appreciate a thoughtful email.
- Share a heartfelt message and include a direct link to donate.
- Make it personal by referencing your connection or acknowledging their past support.

## Add Your Fundraising Link to Your Email Signature

- Turn every email into an opportunity to raise awareness! Just include a link to your fundraising page in your signature—it's an easy way to inspire support with every message you send.

## Show How Donations Make a Difference

- People are more likely to give when they see the real impact of their support. Share examples like these:
- **\$25** provides a warm, comforting meal for a hospice resident and their family.
- **\$50** supports grief and bereavement programs for those coping with loss.
- **\$100** helps deliver compassionate end-of-life care to those who need it most.
- **\$250+** covers critical medical supplies and comfort care essentials.
- 

## Expand Your Network

- Ask your coworkers, neighbors, and social groups to contribute.
- Get friends to share your fundraising link with their networks.
- Ask your employer about donation-matching programs.

## ASK FOR DONATIONS INSTEAD OF GIFTS

- Celebrating a birthday, anniversary, or milestone? Request donations to your campaign instead of presents!

## MAKE A FUNDRAISING VIDEO

- A 30–60 second video explaining why you're hiking can be more powerful than a written post!

## The Final Stretch!

- Send a last-minute reminder about your hike.
- Share how close you are to your fundraising goal – your network can help you reach it!

## **Celebrate and Say Thank You!**

**Your supporters are part of this journey – let them know how much their help means!**

**Send thank-you messages to all donors.**

**Post an update after the hike celebrating your success and sharing the impact.**

**Let your supporters know how they can stay involved with Hospice Toronto.**

**Thanks for Supporting The Toronto Hike for Hospice!**

**Your efforts help ensure compassionate end-of-life care, grief support, and comfort for those facing life's final journey.**

**For more information, visit  
[www.torontohikeforhospice.ca](http://www.torontohikeforhospice.ca)**

**Ready? Set? Go! Let's Hike for Hospice!**