

If someone asks you to support a cause, how inclined are you to give? What if that person explained to you why that cause is so important to them and how it has changed their life? Does it make you want to give more?

Personalize Your Emails and Social Media Posts

Letting people know why The Kidney Foundation is important to you will not only give them a compelling reason to make a donation, it will encourage them to share with others as well. Take the time to personalize your emails and your social media posts to share the importance of kidney health, research and transplantation in your own words and you'll open the door to more donations!

Host Fundraising Activities

Ask us for marketing material such as posters, pamphlets, brochures, donation forms, registration forms and even signage for your fundraising activities (ie., fundraising BBQ, bottle drive, garage sale, etc.). Practice what you will say in advance: explain the personal reasons motivating you to take part in the Kidney Walk, and mention that with every step, you will help support kidney research and programs to improve the lives of Canadians living with kidney disease.

Personalize Your Page

Our results show that if you take the time to make your content more personal, you will more easily achieve your goal!

With your personal or team fundraising page, you have a stage to let everyone know why you're involved with the Kidney Walk – whether you're motivated by your own kidney health, a family member, a neighbour or friend. You can upload a photo or video and share your story on your page, where your supporters are just one click away from making a donation for you!

How to Raise \$500 in 10 Days!

Day 1: Sponsor yourself \$25. This first donation will encourage others to give.

Day 2: Ask 3 family members to donate \$25 each.

Day 3: Ask 5 friends to donate \$20 each.

Day 4: Ask 5 coworkers to contribute \$10 each.

Day 5: Ask 5 neighbours to contribute \$10 each.

Day 6: Ask your employer to donate \$100 or to match total funds raised.

Day 7: Ask 3 of your favourite merchants (hair stylist, grocer, restaurant, etc.) for a \$10 donation.

Day 8: Turn it around! Ask 2 people who have asked you to support their cause to support you with a \$25 donation.

Day 9: Ask 2 acquaintances from the gym, daycare centre, or sports complex to donate \$10.

Day 10: Send an email or Facebook message to all your out-of-town friends and family and you have surpassed your goal!