



Fundraising Tips

Your Sit-a-thon fundraising page is up and running and you're ready to share! You can share the link to your fundraising page via social media or email, call relatives and friends on the phone, share why you're participating in person and more!

Regardless of how you connect, here are some suggestions:

- **Share why you're participating.** Why do you love Pine? Why do you believe it's important to support the Pine Bursary program so more kids can access Pine? Make sure you include your 'why' when you're fundraising.
- **Make a donation yourself if you're able.** Donating to your own campaign sets the bar for others and shows that you are committed.
- **Reach out to individuals directly where possible.** A call, or meeting in person is best for this and gives you a chance to elaborate on why you're participating in sit-a-thon!
- **Make it easy to donate.** If you're reaching out to people via email, text or social media be sure to share a link to your fundraising page. Or your supporters can mail a cheque to 276 Carlaw Ave. Suite 302 Toronto ON, M4M 3L1, **Noting the fundraisers name (your name), followed by "Sit-a-thon"**.
- **Create space for someone to comfortably say no.** Lead with a 'no hard feelings' attitude. If someone can't donate, there are other ways they can support! They can follow your fundraising progress, share your message with others in their network or learn more about Pine Project. Maybe they even want to join the sit-a-thon themselves!
- **Remember to say thank you!** Whether they intend to donate or not, taking time to connect and expressing their support is a big deal.
- **Have FUN and get creative!** For example, offer little milestone events like sharing your favourite nature song at \$100 raised or run a mini nature competition on social media.
- **Share your fundraising progress.** Your supporters want you to succeed. Keep them up to date regularly on how close you are to reaching your fundraising goal and the impact they are helping create.

How do I ask!? What should I say!?

How you share your story and ask for support is totally up to you. Whatever words and ways make you feel excited, connected and comfortable are the right ones.

Some key things to include when asking others for donations are:

- Why this cause is personally important to you.
- What you're doing (sitting in nature to support Pine's Bursary Fund!)
- How they can donate to your fundraiser (make it easy by directly linking your page)
- Other ways they could support (helping to spread the word, becoming a Sitter themselves, sharing a nature story with you)
- Thank you! (regardless of whether they intend to give, share your appreciation for their time, thought and support)

Some Key Messages:

"I'm participating in Pine's Sit-a-thon this year and will be sitting in nature for ___ hours on June 23rd to raise money for Pine's Bursary Fund. Will you donate towards my fundraising page? Anything helps!"

Every dollar raised will support kids from lower-income families to attend Pine's life-changing nature programs.

Research has consistently shown that time outdoors is essential for children's physical and mental health, personal growth, academic success, and overall well-being.

Pine provides 100% outdoor, experiential, inquiry-based, inclusive nature connection programming to thousands of kids each year.

All kids should have opportunities to play, learn, and grow in nature, regardless of their family's financial situation.

A \$50 donation will send a child into the woods for a day

A \$150 donation will give a child a week of outdoor summer adventures

A \$250 donation will support a child to get outside every month throughout the school year

All donors will receive a charitable tax receipt when you make a donation.

Templates

If it helps, feel free to cut-paste-adapt these templates to make them your own and share!

Email Template

Hi friends and family!

[Explain why supporting kids to get outside and/or nature connection in general is personally important to you, for example:] I've participated in Pine Project's nature connection programs and the experience has been nothing short of life-changing. Spending time outside with supportive mentors, deepening my connection with nature, and building community has brought so much wonder, confidence, joy, peace, and fulfillment to my life. I believe all people should have these kinds of opportunities as early and often as possible.

That's why I'm sitting in nature for 2 hours on June 23rd to raise money for Pine's Bursary Fund as part of their annual Sit-a-thon campaign. **Every dollar raised will support kids from lower-income families to attend Pine's life-changing nature programs.**

[YOU CAN DONATE TO MY SIT-A-THON FUNDRAISER BY CLICKING HERE:](#)
[INCLUDE A LINK TO YOUR FUNDRAISING PAGE]

If you'd like to support in another way, you could help spread the word about my fundraiser or send me back an email with a photo of something cool you've seen in nature lately. I'd love to hear from you and share some fun nature stories.

Thank you so much for taking the time to read my words, share in my excitement, and lend support. I really appreciate having you in my life.

With gratitude,

Social Media

You can always cut-and-paste your fundraising page wording for social media too!

In fact, CanadaHelps makes it super easy to share your page on a variety of social platforms. Just head over to your CanadaHelps page > click an icon (eg. Facebook) under “Share this page > copy-paste your page wording and post!”

This June, I'll be sitting in nature for 2 hours to raise money for the Pine Project's Bursary Fund! Every dollar I raise will support kids from lower-income families to attend Pine's life-changing nature programs. Deepening my own connection to nature has brought so much wonder, confidence, joy, community, peace, and fulfillment to my life. Please consider donating to my sit and make it possible for children to have these opportunities to learn, grow, make friends, and have fun in nature too! Link to donate in my bio. Thank you!!!

Other Social Media tips:

- Include questions in your social posts to invite connection and get others excited about nature too!
- Make your post shareable so that others can help you spread the word.
- Share any photos of you in nature! You can use the same one as your fundraising page or check out [these Sit-a-thon social media templates](#)