



2024 DRAGON BOAT FUNDRAISING GUIDE

Your participation and fundraising efforts for this important cause are truly appreciated!

SET A TARGET

Each Dragon Boat **participant** is encouraged to raise a minimum of \$250, but you don't have to stop there! You can set your goal higher or change it once it is met. Sharing the momentum will encourage more people to join in your fundraising success.

KNOW YOUR CAUSE

- 2 out of 5 Canadians are expected to develop cancer in their lifetime, and at the Lakeshore General Hospital's Oncology clinic, we treat over 3,000 West Island patients annually.
- Did you know that patients can spend up to 8 hours a day, several days a week, receiving treatments? Thanks to our donors, the Foundation recently upgraded the patient oncology chairs and painted the space, which makes the clinic feel comfortable and calm for our patients.
- Funds raised will help provide state-of-the-art equipment and a massage therapy program to best treat and care for our ever-growing West Island community.

SPREAD THE WORD

Be sure to share **your** story: why are you participating in the Dragon Boat Race, and why fundraising for Oncology important to you. Everyone has been touched by cancer, either directly or through a family member, friend, or colleague. You will encourage others to support you and this worthy cause by sharing your story.

There are many ways to reach potential donors: family, friends, colleagues, fellow hobbyists or teammates! Social media is a great (and easy) place to start. Facebook, Instagram, Twitter and LinkedIn; an example of a post:

On August 24th, I will be participating in the Lakeshore General Hospital's 3rd Annual Dragon Boat Race. I am asking for your support in the way of a donation that will be directed to the Oncology Clinic. This cause is very important to me, as my mom was recently diagnosed with cancer. Thanks to the incredible team, she is receiving the best care right here in our community.

*Please support me by donating any amount, as every dollar counts! Click here: **insert a link to your personal fundraising page.***

All donations are so appreciated, and tax receipts will be provided.

Don't forget to send emails too! Not everyone is on social media or checking in regularly, so an email invitation to support you is another great step to helping you achieve your fundraising goal. Don't forget to **insert a link to your personal fundraising page.**



UPDATE REGULARLY

Be sure to keep your network updated regularly. Sharing your progress and thanking those who have donated will encourage someone new to contribute, even months into your fundraising campaign.

THANK YOUR DONORS

Be sure to thank your donors by email, with a Social Media message (privately or on your wall), or in a comment on a post. Not only do donors want to feel appreciated for their contribution, but you want to show your appreciation for their support. In doing so, you will likely encourage others to donate as well, not to mention that it's an opportunity to share your progress and encourage others to help you reach your goal.

OTHER WAYS TO RAISE

You and your team can raise funds in other ways too. A bake sale, garage sale, car wash, BBQ, 50/50 Raffle, or a theme day at the office (everyone pays \$5 to wear jeans to work) are ways to increase your fundraising. Your employer may double your donations. It never hurts to ask!

INVITATION TO THE EVENT

Invite your family & friends to come out on the day of the event and cheer you on! Cousin Vinny of Virgin Radio will be onsite playing some great music, they can pack a picnic, and it's a great way to spend a beautiful summer day by the Lachine Canal.

If you require additional support or have any questions about the event itself, please do not hesitate to contact:

Alison Harris
Events Manager
alison.harris.comtl@ssss.gouv.qc.ca
(514) 953.3637