

FOUR QUICK AND EASY STEPS TO RAISE \$500

This may be the first time you've participated in a charity challenge. If so, fundraising can be scary—but it doesn't have to be. We're about to show you just how easy it is to raise \$500!

Follow these four easy steps to raise \$500.

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| 1. Donate to yourself. Set an example because it all begins with you! | \$50 |
| 2. Ask 4 close family members to donate \$50 each | \$200 |
| 3. Ask 7 friends, and extended family members to donate \$25 each | \$175 |
| 4. Ask your boss for a company contribution of \$75 | \$75 |

TOTAL \$500

You're on a roll! Now that you've raised \$500 and know just how easy it is, it's time to see if you can keep going.

Here are five more ideas to raise an extra \$500.

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| 1. Ask 5 co-workers to donate \$20 each | \$100 |
| 2. Ask 6 neighbors to donate \$15 each | \$90 |
| 3. Ask 3 businesses you use frequently (dry cleaner, café, etc.) for \$20 each | \$60 |
| 4. Ask 5 members of your church, PTA, or other club to donate \$10 each | \$50 |
| 5. Ask your doctor, lawyer, accountant, trainer, etc. to donate \$25 each | \$100 |
| 6. Hold a car wash, bake sale, garage sale, or raffle to raise another... | \$100 |

NEW FUNDRAISING TOTAL \$1,000

Add using social media or matching gifts to raise another \$500 to reach a whopping \$1,500!

Why use social media? Almost 20% of our donations to the Scotiabank Charity Challenge come from a link one of our racers posted on Facebook. Share your story and why you're racing this year. We suggest posting an image of you training and a link to your fundraising page with an ask for \$20. You may be surprised who shows their support!